BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 21 WASHINGTON, D. C., DECEMBER 8, 1941 $5.00 A YEAR—15c A COPY

NBC Alters Network Operation Structure

rops Exclusivity; Woods, Kobak Slated

OINCIDENT with consideration the NBC board of directors of new plan for separation of the ed and Blue networks, announce- ent was made by NBC to all of s affiliates that it has abandoned xclusivity", thus permitting its ffiliates to broadcast programs of ther networks where no conflict is volved.

Both the separation plan, to be nsidered by the NBC board today Dec. 8), and the "exclusivity" ove tie directly into the FCC's ain-monopoly regulations, now mbroiled in litigation. While only me 20-odd NBC affiliates had con- acts containing the exclusive affiliation clause, the provision gen- lly was viewed as applicable to l affiliates. The letter, signed by illiam S. Hedges, vice-president charge of stations, was sent to e entire roster of NBC outlets ee text below].

Officers Mentioned

Divorce of the Red and Blue tworks, while far from consum- ated, nevertheless has reached a aper" stage, with names men- ned for key positions. The name nited Broadcasting System" has n reserved by NBC with cor- ration officials in Albany, N. Y., paratory to final board approval.

While speculation was regarded premature, particularly since RCA-NBC boards had not d, word nevertheless was preva- t that Niles Trammell, NBC ident, might become chairman the board of the new network, h would be a wholly-owned iary of RCA. Mark Woods, president and treasurer of C, one of its original employes a well-known industry figure, ported slated for the presi- y, with Edgar Kobak, NBC president in charge of Blue work sales, reported as the probe executive vice-president.

asurer of the new company, the plan now being consid- would be Lunsford P. Yandell, ant treasurer of RCA, who been working on the separation plan. The name of Keith Kiggins, Blue sales manager, is mentioned as executive in charge of station relations for the new network.

MENTIONED FOR NEW 'UBS' NETWORK

MR. WOODS

MR. KOBAK

The whole divorcement project is regarded as a move precedent to ultimate sale of the network as a separate entity. For the last several years, it is known, steps have been taken by RCA-NBC to effect a separation of the two chains so they could engage in horizontally competitive operations. This even antedated the FCC's inquiry into chain operations and was under consideration well before the promulgation last May 2 of the rules, now under legal attack before a statutory three-judge court in New York.

Premature publication of reports regarding the imminent divorce of the networks was deplored by NBC-RCA officials. It was pointed out that many plans have been advanced in the past and that the new project, proposing the Blue under a new name as a direct subsidiary of RCA rather than as a unit of NBC, could be considered only another of the blueprints, albeit more comprehensive.

The plan, as have all its predecessors, may "go up in thin air", one responsible official declared. Moreover, it was presumed that before anything conclusive is done a general meeting of Blue network officials will be called in New York. Assuming no serious complications develop, this meeting may be called within the next few weeks in the hope of consummating the separation as early as possible after the first of the year.

Presaging changes in the NBC

NBC Letter on Abandonment of Exclusive Affiliations . . .

FOLLOWING is the full text of the letter sent to all NBC affiliates by Vice-President William S. Hedges last week, notifying them of abandonment of the exclusive network affiliation requirement:

"As you know, we have instituted suit against the FCC for the purpose of securing a judicial determination of the Commission's power to regulate business practices as attempted by it in its Network Broadcasting Order of May 2, 1941. Although it is the firm position of NBC that the Order is wholly outside the Commission's jurisdiction, NBC does not believe that its position upon this point of law should prevent it from making its own decisions of business policy.

"During these times of emergency all of our efforts should be devoted to the maintenance and improvement of our nationwide network broadcasting services which play such an important part in sustaining national morale. NBC has consistently maintained that radio's vital contribution to the national defense will be strengthened by setting aside all disputes not essential to the existence of the industry. This has direct application to our present situation.

"The Commission and others have criticized several provisions of our network affiliation contracts. While we believe that all of these provisions are desirable for network operation in the public interest, both from the station's standpoint and our own, we do not believe that all of them are indispensable. Last summer, you will recall, we deleted some of these provisions from our contracts.

"Now we are writing to inform you that NBC has decided to eliminate as a term of network affiliation any obligation pursuant to which an NBC affiliate may not broadcast the programs of another network at such times as do not conflict with the station's obligation to broadcast NBC programs. You may deem this letter a modification of your contract of network affiliation with us to the extent that such contract may be inconsistent with the foregoing. All other provisions of the contract, including provisions concerning network optional time, remain unchanged.

"We firmly believe that the indispensable element in every network affiliation contract is a provision giving the network a firm option on a reasonable amount of time, exercisable on reasonable notice. We do not believe that the provisions of the Network Broadcasting Order permitting so-called "non-exclusive option time" on 56 days notice are workable. Our suit against the Commission seeks to preserve the all-important right to obtain a firm option of the type we regard as essential to the continuance of the present high standard of nation-wide network broadcasting".

MAY BE NAMED TO NEW NET

MR. YANDELL

MR. KIGGINS

structure was the announcement by Mr. Trammell last Monday that Sidney Strotz, NBC vice-president in charge of programs with headquarters in New York, has been assigned to assume direction of the entire Pacific Coast NBC operations, with headquarters in Hollywood. He joined NBC in 1933, became vice-president in charge of the Chicago Division in December, 1939, succeeding Mr. Trammell, and a year later came to New York as vice-president in charge of the program department.

Don Gilman, NBC vice-president on the Coast, was placed in charge of public relations in that area. A E. Nelson, assistant vice-president in San Francisco and general manager of KPO-KGO, continues in that capacity under the supervision of Mr. Strotz.

C. L. Menser, who joined NBC in 1929 and has been production manager, was named program manager succeeding Mr. Strotz, with headquarters in New York.

Precisely what bearing these personnel shifts will have upon ultimate separation of the networks was not disclosed. Similarly, other possible personnel shifts which necessarily would be entailed by the separation, are only in the preliminary stages of consideration, awaiting final NBC board action. Here also reports have been widespread regarding appointments, but with nothing concrete indicated.

The plan was to have been considered by the board of at its regular monthly meeting last Friday, but was postponed because of the sudden death the preceding day of the mother of David Sarnoff, RCA vice-president and NBC Board chairman. It was possible that only financial and legal aspects would be considered at the Monday session, with final action to come later this month.

Capital Situation

Presumably there would be no separation of activities in Washington, under Vice-President Frank M. Russell, for the present in any event. NBC owns WRC in Washington and has a lease-management arrangement with WMAL, Blue network outlet, owned by the *Washington Star*. The latter contract, however, is in litigation before the FCC and the newspaper-ownership inquiry. Until this issue is disposed of, there presumably would be no change in the capital.

The plan now under consideration contemplates occupancy of quarters in Radio City by the new network entity, but with a separate executive staff all down the line. Details as to program and technical personnel have not been finally evolved, though it was thought that a pool arrangement might be worked out with employes drawn for particular operations as required.

If, as and when the separation is effected, WJZ, New York, WENR, half-time station in Chicago, KGO, Oakland-San Francisco, and WMAL would become managed and operated outlets of the new network. It is assumed there would be a separate staff to direct management and national spot sales for these stations.

Hedges' Notice

A maze of loose ends will have to be tied before the overall separation could be effected. For example, complications develop in connection with a half-dozen markets which have combination Red and Blue outlets. Such situations, for instance, exist in Syracuse, Rochester, and Portland.

In this connection, Mr. Hedge's letter announcing abandonment of exclusivity was viewed as significant.

Mr. Hedges notified all stations that NBC had decided to eliminate as a term of network affiliation "any obligation pursuant to which an NBC affiliate may not broadcast the programs of another network at such times as do not conflict with the stations obligation to broadcast NBC programs." Stations were advised that they could consider the letter a modification of their contract of network affiliation with NBC "to the extent that such contract may be inconsistent with the foregoing".

Emphasis was given the fa that all other provisions of th contract, including that relating t network option time, remain unchanged. "We firmly believe," h said, "that the indispensable element in every network affiliatio contract is a provision giving th network a firm option on a reaso able amount of time, exercisab on reasonable notice."

The letter concluded that NB did not believe the FCC regulations, permitting so-called "no exclusive option time" on 56 day notice, are workable. The NB suit, he said, seeks to preserve "th all-important right to obtain a fir option of the type we regard a essential to the continuance of th present high-standard of natio wide network broadcasting."

Mr. Woods, who turns 40 on D 27, is one of NBC's original employes and has been active in rad since Jan. 1, 1922, when he beg setting up an accounting syste for the radio department which th AT&T had started not long befo

Well-known and liked throug out the industry, he was the olde officer of NBC in point of servi though one of its youngest in a He was born in Louisville in 190 spending his boyhood in Jackso ville, where he attended publi schools and got his first busine training with his father, custodia of the American Naval Stores Co during summer vacations.

Learns Accounting

During World War No. I, h was rejected by the Navy becau of his youth but landed a job a foreman of a pneumatic tool ga in a Jacksonville shipyard. Lat he became head of the person department and supervised e ployment of all workers. After th war he became a salesman for large soda fountain manufactu

Mr. Woods' first job was wi the Thomas A. Edison Industr as an accountant, having learn his profession in high schools a at business college. In 1920 joined the revenue accounting vision of the New York Teleph Co., but was later transferred the accounting staff of the par AT&T, which at that time was tively engaged in the broadcast business as owner of WEAF.

By 1926 he was assistant tre urer, assistant secretary and o manager of the Broadcasting of America, an AT&T subsidi set up to operate WEAF. Th years earlier he had joined w other broadcasters in forming trade association which they corporated as the National A of Broadcasters, forerunner of t present NAB.

On Nov. 1, 1926 when the AT broadcast operations were turn over to NBC which made its deb on that day, Mr. Woods beca assistant treasurer of NBC, a sistant secretary and office ma ager. A year later he became tre urer of NBC, retaining that p until April, 1934, when he w

(*Continued on page 55*)

Litigants Prepare for Court Net Hearing; Hope Barroll, WFBR, to File Affidavit

WITH PRELIMINARY briefs being prepared for filing in advance of arguments, all parties to the NBC-CBS suit against the FCC's network monopoly regulations last week were preparing for arguments before the statutory three-judge court in New York on Dec. 15.

Reports were prevalent early last week that a postponement might be sought, particularly in the light of the appointment by CBS of Charles Evans Hughes Jr. as trial counsel [BROADCASTING, Dec. 1]. Last Friday, however, there was no indication that the postponement would be asked and it was reported Mr. Hughes, in collaboration with former Judge John J. Burns of Boston, CBS special attorney, were whipping their preliminary brief into shape. Briefs probably will be filed during the week of Dec. 8.

Barroll Affidavit

MBS, which has intervened in support of the FCC's position, is expected to file an affidavit of Fred Weber, general manager, taking issue with the claims of CBS and NBC, WOW, Omaha, and WHAM, Rochester, that the regulations, if invoked, would disrupt network broadcasting as it now exists. It also has been indicated that Hope Barroll, executive vice-president of WFBR, Baltimore, MBS outlet, but formerly on the Red, would file an affidavit in opposition.

The arguments before the three-judge statutory court will be on the motions of NBC and CBS for a preliminary injunction and the counter-motions of the FCC, supported by MBS, for dismissal of the proceedings. In either event, it is expected the case will go to the U. S. Supreme Court on virtually automatic appeal.

Telford Taylor, FCC general counsel, and Thomas E. Harris, assistant general counsel, are expected to argue the case for the Government, assisted by Samuel Brodsky, special assistant to the Attorney General in New York. Mr. Hughes and Judge Burns will handle the proceedings for CBS, while John T. Cahill, NBC special counsel, is expected to present that network's case. Separate attorneys may argue for WOW and WHAM, since they filed in the proceedings through their own counsel.

ilene's Success Brings Wide Reaction

orcester Store Draws Retail, Agency and Radio Praise

NEW ERA of understanding be- ween department stores and radio s foreseen as all branches of the roadcasting, advertising and dis- ribution industries discussed the uccess story “Filene's Discovers e Power of Radio”, published in e Dec. 1 BROADCASTING.

This thought was voiced by R. G. aybaum, manager, sales promo- on division, National Retail Dry oods Assn., and was heard in all arts of the nation from all walks f distribution.

The Filene's article, based on the perience of this huge organiza- on's Worcester outlet, managed y Brooks Shumaker, recited in de- il the store's radio experience in etting out of a serious rut and to a period of busy selling.

Proposed by Mr. Shumaker was nationwide plan of radio promo- on for department stores, oper- ted on a syndicate basis. The basic eas of the plan have been tested the Filene's Worcester store. eeply interested in the idea is the ssociated Merchandising Corp., ew York buying organization for powerful group of department ores and specialty shops. AMC's esearch, operating, sales and pub- city adjunct, Retail Research ssn., has been studying the pro- ect.

Demand for Reprints

Tentative preliminary approval the syndicate idea has been given y Frank J. Pellegrin, director of e NAB Department of Broadcast dvertising. Mr. Pellegrin will di- ect an NAB presentation of the an at the NRDGA convention in ew York Jan. 15, which has al- ted a half-day for the project.

As comments on the Filene's rticle began to flow into BROAD- ASTING they were accompanied by equests for thousands of reprints. heavy press run of reprints was uickly ordered but the supply was hausted and a new run ordered.

Typifying retailer reaction was e statement by Mr. Maybaum, of RDGA. Commenting on the rticle, he said:

“The article in BROADCASTING n very well be the inauguration a greater era of understanding etween radio and department ores. It proves without a doubt at every department store should riously consider radio.

“Those stores that have used it d claimed it is unsuccessful have t spent much time and effort in eloping a technique to sell rough radio. The article also oves that radio is not a costly edium when compared to results.

“In the past there has not been eeting of the minds between re- ilers and radio. Most department stores have not made an effort to understand radio technique and radio in turn has not understood the retailers problems. If radio and the department stores don't get together they are both missing out on considerable revenue.

“The successful use of radio by other industries indicates that dry goods retailers can do the same. If the department store advertising man spent as much time on radio production as he does on his newspaper copy he would most certainly evolve successful formulas.

“Technical advances in radio including television will likewise open up a tremendous field for the retailer. Filne's has worked out a successful formula and as a result of this excellent article by Mr. Schumaker I look forward to much wider use of radio by retailers.”

Agency Viewpoint

According to Norman Livingston, radio director of Redfield-Johnstone, New York, the story is “most interesting.” He feels that it “is about time department stores really found out about radio, and did something with it.”

In his experience with such shows as *Morning Matinee*, cooperative show which Redfield-Johnstone handled for a group of department stores all over the country in 1935-36, a live show is much better than a transcribed one—and that agency's experience also shows that a program placed at a good evening period is better than a daytime one. At night both husband and wife are at home and can discuss the price of any large piece of merchandise they plan to buy as they hear the program together.

John Garber, Retail Research Bureau, University of Pittsburgh, authority on department store and retail research and author of many works based on surveys, wired: “By all means use standing type, mimeograph or otherwise, to reprint copies of exceeding important article on Filene's experience with radio in Dec. 1 BROADCASTING and send to key department store publicity people across the country. It is a first class contribution to retail advertising. Congratulations!”

Creamer Comments

Joseph Creamer, promotion & research director of WOR, Newark, who has delved deeply into department store methods, comments:

“I must tell you that ‘Filene's Discovers the Power of Radio’ is, in my opinion, a splendid contribution to retail radio thinking. I, particularly got a rise out of it, because you may recall that the opening sentence of an article I wrote for BROADCASTING, ‘A Radio Formula for Department Stores’ read—‘Time and again department store executives say, “Yes, we've used radio. It doesn't work”.’

“What a splendid refutation the Filene's article supplies! And what a working blueprint for those retailers and department store people who are willing and eager and—shall we say—‘daring’ enough to try a medium whose results may be temporarily unpredictable, but never disappointing when it is used with a normal degree of intelligence and foresight.

“I hope that BROADCASTING will make an effort to get this placed into the hands of every department store in the United States.”

James V. McConnell, manager, national spot and local sales department, NBC, wrote:

Actually, I don't think that anyone in radio is really mazed at the job the medium has done for William Filene's Sons & Co. We expect amazing things of broadcasting and the records are full of successes for all kinds of services and products — department stores included.

“What pleases me most about the Filene's story is that it so frankly and without qualification gives radio full credit for building up a retail business.

“Other department stores have used radio with equal success. But none to my knowledge has written so openly about its experience. With Filene's, one of the leading department stores in America, showing the way, we should see radio assuming a much more important place in the advertising plans of retail stores all over the country.”

Mr. Pellegrin (NAB) — “The story is an outstanding example of inteligent use of the broadcast medium. Please arrange for 1,000 reprints for the NAB.”

Meighan's Approval

Congratulating Mr. Shumaker on the article Howard S. Meighan, eastern sales manager, Radio Sales (division of CBS), wrote the author in part—“. . . one of my hardest jobs is to get successful users of radio to go on record as such so that we in turn can be helpful to others. Hereafter reluctant confessors of their own sucess will be shown your article and told ‘If Filene's can talk, so can you!’ Incidentally I can well understand your comprehension of the subtleties of radio. If the closing sentence of your article isn't a showman's blackout line I've never seen one.”

In a letter to BROADCASTING, Mr. Meighan wrote—“I want you to know that I think that it is a remarkably fine exposition, and a substantial contribution to we who endeavor to serve advertisers by being familiar with the do's and don'ts of radio as determined by the experience of those who use the medium.

“You have done the industry a definite service in persuading Mr. Shumaker to detail Filene's experience with radio so completely.”

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Haggerty Revives Radio Tax; Would Take 50% of Facilities

Circular Letter to Union Designed to Instigate Letters Asking Congress to Impose Levy

REVIVAL of its lobby to saddle radio with a discriminatory franchise tax and to impose upon the industry generally other legislative restrictions transcending anything ever proposed heretofore short of Government ownership was announced by International Allied Printing Trades Assn. last Thursday in a circular letter to its claimed membership of 150,000 throughout the country and in Canada.

Signed by John B. Haggerty, president of the association and head of the International Brotherhood of Bookbinders, one of the five affiliated unions, the letter exhorted union members to “write their Congressmen and U. S. Senators insisting that the legislation herein advocated be adopted.”

Aims at Sanders Bill

Aimed at stopping the purported “continued diversion of advertising from the printed page to radio networks” Mr. Haggerty recounted the fight, instigated by the association, to levy upon the industry a gross tax on sales, which would have exacted in the neighborhood of $12,000,000. The House approved a modified version of the levy, but it was killed in the Senate.

The new crusade uses as its vehicle the Sanders Bill (HR-5497) to revise the Communications Act scheduled to come before the House Interstate Commerce Committee for hearings in mid-January. Amendments which the Haggerty group proposes would:

1. Impose an excise on franchise tax on networks and commercial stations.

2. Eliminate “illegal rebates and volume discounts to large advertisers and advertising agencies.”

3. Restrict license to persons in the locality served by a station.

4. Ban more than one license to be issued to any one group.

5. Allot 50% of the facilities to non-profit labor, farm, educational or religious groups.

6. Restrict radio time used commercially in a manner comparable to restrictions imposed on printed publications using the mails.

Mr. Haggerty asked union members to “bear in mind that the Congressional elections, as well as the

(*Continued on page 56*)

FCC Press Data Reveal No Distinction

Hearing Recessed By Commission To Jan. 8

CLIMAXED by the indication that even the revised versions of the FCC's exhibits cannot develop a prima facie case against newspaper ownership of broadcast stations, the final session of the newspaper-ownership hearings to be held this year closed last Friday. Picking up after a six-week vacation since late October, the FCC last Thursday and Friday reopened the proceedings to admit its revised statistical and financial exhibits into the record and then promptly recessed until Jan. 8.

Admission of about 50 different exhibits filled most of the big gaps in the record and provided revisions of original exhibits which had been challenged by the Newspaper-Radio Committee in the opening days of the newspaper-ownership inquiry for obvious errors.

No Differences Found

However, it was still apparent that any full-speed schedule for conducting the investigation would be out of the question for weeks to come, with cross-examination by Newspaper-Radio Committee counsel on the FCC's revised exhibits to await study of the exhibits by committee analysts and scheduled to precede the development of an affirmative case by the committee.

The highlight of the two-day session came late Friday, just before the recess was announced. A revised set of financial exhibits had been identified and explained by deQuincy V. Sutton, FCC head accountant. As he was concluding his testimony, Commissioner T. A. M. Craven asked Mr. Sutton if he could tell from his observation of the tables "whether there is anything that particularly distinguishes a newspaper station from a non-newspaper stations or any other kind of a station as reflected from the economic standpoint?"

"As shown by these tables?" Mr. Sutton queried.

"Yes, in other words, if you can pick 237 stations at random and come out with the same sort of a general result, what have we in these tables to distinguish the newspaper stations as to their economic effect?"

"Well, I would say, sir," responded Mr. Sutton, "that from these tables there is nothing to be seen that distinguishes the newspaper station from the non-newspaper station. That does not exclude all conclusions that might be reached with reference to the two classes of stations, of course, sir."

At this Judge Thomas D. Thacher, general counsel of the Newspaper-Radio Committee, who was preparing to cross-examine, commented to the bench: "I think in view of that answer I shall not cross-examine."

Following the session, Harold V. Hough, chairman of the committee, declared in a statement for the press:

"The elaborate economic studies and the pages and pages of exhibits prove, as the Commission experts stated today, just what our committee has always contended—that stations are not different by reason of mere fact of ownership, whether owned by newspapers or anybody else. Stations differ according to how they are run, and we're willing to be judged by that test.

Frog in a Well

The long recess was announced by Commissioner Walker, presiding at the Friday session, after it had been explained by Judge Thacher that the Committee would need at least three weeks to develop its presentation based on data requested of the FCC and which will will not be fully available for several weeks. In an exchange with Commissioner Walker on the need for such an extended period for study and analysis of the data to be furnished by the FCC, Judge Thacher at one point stated, "We have been proceeding like a frog in a well."

In addition to comprehensive financial and statistical exhibits, which were substituted for others originally offered in the early days of the newspaper-ownership hearing, the FCC inserted a large number of additional exhibits supplementing earlier offerings—among them a group of 30 photostats of the radio pages of the *Kansas City Star* for the entire month of March.

The financial data, explained by Mr. Sutton, indicated 1940 time sales for 765 stations aggregating $110,500,549, along with a corresponding "broadcast service income", exclusive of Federal taxes, of $24,784,648. Parallel figures for 237 stations listed as newspaper-associated indicated time sales of $30,668,918 and broadcast income aggregating $6,577,362. The FCC exhibits showed also that newspaper-associated stations represented 31% of the 765 covered, with time sales accounting for 27.8% of all time sales and income accounting for 26.4% of all broadcast income for the 765 stations.

The Thursday and Friday sessions marked the first appearance of Eugene Cotton, newly appointed head of the FCC newspaper inquiry section, who succeeded David D. Lloyd, resigned. Judge Thacher was flanked by Sydney M. Kaye and A. M. Herman, associate Committee counsel, and A. D. Ring, former FCC assistant chief engineer, who collaborated in cross-examination. Louis G. Caldwell examined witnesses in behalf of WGN, *Chicago Tribune* station.

Corrections Are Made

In reducing the size of its list of stations identified with newspaper ownership from 298 to 249, the FCC without exception recognized the corrections pointed out by BROADCASTING immediately after the original exhibits had been introduced in the opening days of the newspaper-ownership inquiry late in July [BROADCASTING, Aug. 4]. The revised exhibits also embodied corrections of inaccuracies noted by the Newspaper-Radio Committee.

Although cross-examination on the revised lists is yet to come, they are regarded as a big improvement, from the standpoint of accuracy, over the originals. However, it became apparent after introduction of the corrected versions that a complete meeting of minds between the FCC and Committee analysts is lacking on many individual cases, and Judge Thomas D. Thacher, chief counsel of the Committee, indicated that these points would be brought out during subsequent cross-examination of Allen W. Sayler, supervising investigator of the FCC inquiry section, who identified the exhibits under questioning by Mr. Cotton.

With reduction of the newspaper-station list by one-sixth, it became apparent also that far-reaching changes would be effected in the base of revised financial exhibits, which were put in the record at the Friday session. Particularly significant was the deletion of such large-volume operations as WLW, Cincinnati; WLS, Chicago; WHO, Des Moines; WNEW, New York, which account for several millions in revenue each year and which, classified in the original exhibits as newspaper stations, boosted substantially the revenue base for the financial exhibits.

Financial Base Down

The revised Exhibit 1, a 25-sheet compilation purporting to show newspaper interest in 249 standard broadcast stations as of June 30, 1941, covered six "categories of association", ranging from actual newspaper-licensees to minority interests held by stockholders, employers or executives of a newspaper.

The A classification, divided into four categories rather than the six of the original exhibit, was given to stations in which 50% or more of the stock is held by newspaper interests—covering 201 stations, of which 169 are located in the same city as the interested newspaper, and 32 in a different city. The two B classifications, applying to cases where newspaper interests run to less than 50%, cover 48 stations, of which 42 are located in the city as the interested newsp and six in another city.

Under the revised FCC de tion the A-1 classification ap when the licensee of a station newspaper; A-2, when 50% or of the stock of licensee is owned a newspaper; A-3, when more th 50% of the stock of licensee owned by a combination of the interests and of executives, stockholders, or employes of the sam newspaper; A-4, when 50% or mor of the stock of the licensee is owne by executives, stockholders, or employes of a newspaper.

The B-1 classifications appli when less than 50% of the stoc of the licensee is owned by th newspaper or by a combination the interests of the newspaper an executives, stockholders and employes of the same newspaper; B- when less than 50% of the stock the licensee is held by executive stockholders or employes of a new paper and none by the newspape

Receiving A-1 designations in th FCC's revised Exhibit I were stations; A-2, 49 stations located the same city as the newspape and 6 in a community other th where the associated newspaper published; A-3, 9 in the same ci and 4 out-of-town; A-4, 52 in ci and 22 out-of-town; B-1, 18 in ci and 3 out-of-town; B-2, 24 in ci and 3 out-of-town.

Hair-Line Cases

A typical difficulty in justif individual classifications, against another in hair-line ca was developed in cross-examinat of Mr. Saylor by Judge Thach Asking for an explanation of classification process, Ju Thacher pointed out that WA Waycross, Ga., licensed to Williams, president and publi of the *Waycross Journal-He* received an A-2 classification, KSRO, Santa Rosa, Cal., lic to Ernest L. Finley, president publisher of the *Santa Rosa Re lican* and *Press-Democrat*, rec an A-4 designation. Mr. Saylor plained that WAYX was de nated A-2 because Mr. Wil was sole-owner in the indiv enterprise, the *Journal-He* while KSRO's A-4 classification sulted because Mr. Finley, alth also sole-owner, merely held all stock in a stock-issuing corp tion, the Santa Rosa papers.

FCC Exhibit 2, again li standard broadcast stations as ated with newspaper interests a June 30, 1941, in an appendix ried a break-down of multiple ership by newspapers. The app listed 18 separate mulitiple ow ship situations for individual tions, cases in which a single ne paper publisher publishing new pers in one city only is associ with more than one station. It

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Cleveland Speaks TO THE WORLD

IN A LANGUAGE ALL CAN UNDERSTAND!

The music of the internationally famous Cleveland Orchestra and its conductor, Dr. Artur Rodzinski, now is heard weekly in an exclusive series of Saturday evening radio concerts arranged by WGAR.

This series is made available to the nation and to the world through more than one hundred twenty affiliated stations of the Columbia Broadcasting System, and by CBS short wave facilities to Europe and South America.

Sponsorship *by a single radio station* of one of the world's great musical organizations is but another expression of the philosophy of service which already has won for WGAR many unusual recognitions—among them the Variety Award for Showmanagement, and the Peabody Award for Distinguished Public Service.

But, beyond that, are two sincere desires. One, to awaken in radio advertisers full realization of the commercial value of fine music. The other . . . to share with all mankind the better things of life which we Americans have in such abundance.

WGAR
THE FRIENDLY STATION
Cleveland

BASIC STATION...COLUMBIA BROADCASTING SYSTEM
G. A. Richards, Pres. • John F. Patt, Vice Pres. & Gen. Mgr.
Edward Petry & Co., Inc., National Representative

Tune in
THE CLEVELAND ORCHESTRA
SATURDAYS
5:00 TO 6:00 P. M.—E. S. T.
WGAR and stations of the Columbia Broadcasting System

Murrow Honored by Notables at Dinner

CBS Reporter in London, Guest Of Paley

IN THE LARGEST single testimonial ever paid a network news correspondent, over 1,000 leaders of radio, advertising and public affairs gathered in the main ballroom of the Waldorf-Astoria Hotel in New York last Tuesday at a dinner given by CBS President William S. Paley in honor of Edward R. Murrow, chief of the CBS European staff.

Home several months for a rest as well as a lecture tour, Mr. Murrow, whose "This Is London" has made him a familiar figure to millions of American listeners, was congratulated by wire by President Roosevelt, Secretary of State Cordell Hull, British Ambassador Lord Halifax, Brendan Bracken, British Minister of Information and Harry L. Hopkins.

In addition to contgratulatory remarks were made in person by Elmer Davis, CBS, news analyst, who acted as toastmaster; William L. Shirer, formerly CBS correspondent in Berlin; Archibald MacLeish, librarian of Congress and director of the Office of Facts & Figures; and Mr. Paley, who introduced Mr. Murrow. The addresses were broadcast by CBS.

President's Note

In his telegram Mr. Roosevelt said:

"You of CBS who gather tonight to honor Ed Murrow repay but a tiny fraction of the debt owed him by millions of Americans and people who live in other lands where it still is not a criminal offense to listen to or to read news reports.

"Ed Murrow has lived in the war since its beginning. But what is more important, he has reported the news day by day and, at the same time, has kept faith with the truth-loving peoples of the world by telling the truth when he tells the news. I doubt whether in all history there has been a time when truth in the news—when comprehensive and objective news dispatches — have ever been more needed.

"He is to be congratulated in receiving your tribute. I wish I could be with you."

Freedom of Speech

In his introductory remarks Mr. Paley said:

"We would not be meeting here tonight, were it not for the survival of something precious — so precious that I think we should pause just long enough to realize what it is, how painfully we got it and what we must do to keep it.

"To us in radio, its immediate name is freedom of the air. To some very distinguished men here tonight, it is freedom of the press. To all of us, it is freedom of speech. . . .

"The fight for freedom of speech, like that for the other freedoms, can always be lost. Only after all the world sees its true value and is unshakably determined to keep it, will the fight be finally and permanently won. Men cling desperately only to that which is precious to themselves.

"That is why we must never cease trying to make it everlastingly clear that freedom of speech is not a privilege of publishers and broadcasters and public men. Freedom of speech is a safeguard for the great mass of men everywhere, an assurance that neither government nor dominant interests of any sort shall further their selfish or sinister ends by deciding what the people shall be allowed to say or to hear said.

New Kind of War

Mr. Murrow in his address quite bluntly said that British opinion toward America now is that lend-lease is not enough, that unless the United States enters this war Britain may perish or at best secure a stalemate peace—a delayed action defeat.

Talking of his radio experiences he said:

"We have been trying to report a new kind of war; a war that is twisting and tearing the social, political, and economic fabric of the world. We have attempted to give you the hard news of communiques and official statements as well as the climate in which the news has flourished, the humor, the criticism, the controversy and discussion which serves as a backdrop for the more dramatic news of the action of war.

"A night spent with firemen, while flames from tender old buildings paint the silver bellies of barrage balloons blood red—a morning with a demolition squad while it digs for bodies in a pile of rubble—dinner with half-a-dozen cab drivers in a little shelter—things like that may be more important than the morning communique announcing the destruction of a dozen aircraft. The problem was, until recently, one of assessing the morale, determination, yes, and even the sense of humor of the world's greatest civilian army. Evidence that the little people of Britain were losing their curious sense of humor, their fondness for grumbling at their government, their arrogant but well-mannered pride, would be much more important than news of a battle won or lost.

OVER 1,000 leaders in various walks of life honored Edward R. Murrow (left), European chief of CBS, at a dinner held Dec. 2 at the Waldorf-Astoria, New York. With him is William S. Paley, CBS president. Murrow is back for his first furlough in three years.

"One thing should be said right now about the talking that has been done from London, and that is that Columbia in New York has never, at any time, given us editorial direction; we have never been instructed to weigh or color the news, have been told only to find it and report it. It was believed from the beginning that people at home would prefer information to emotion. Sometimes the information was both incomplete and contradictory and on one occasion, at least, I overheard an individual whose happy duty it was to listen to all our broadcasts in London make the remark at the conclusion of one of my talks, 'That was Murrow's contribution to the confusion of his fellow countrymen.'

How Censorship Works

"Since returning home a week ago, many people have been asking about British censorship. All censorship is bad, from the correspondent's point of view, but that imposed by the British authorities is designed to protect British security and to prevent the dissemination of information that might be useful to the enemy. A measure of the freedom of writing and speaking from London may be found in the small amount of important new material divulged by returning correspondents who are supposed to be full of suppressed information. I have often seen British censorship stupid, but seldom sinister.

"I cannot claim any undue personal popularity with British censors—observed none of them weeping when I departed—but I should be unwilling to broadcast from a nation at war without any censorship at all. The responsibility for human lives would be too great.

Among those attending were:

The entire membership of the FCC, Chairman Fly and Commissioners Craven, Case, Payne, Wakefield, Walker and Durr.

Seated at the speaker's table were Linton Wells, CBS news analyst; Hugh Baillie, president United Press; Rabbi Jonah B. Wise, New York Central Synagogue; Lindsay Wellington, North American director of the BBC; Lyman Bryson, chairman, CBS Adult Education Board; Paul B. W president Assn. of National Advertisers; Paul W. White, CBS director of broadcasts; Don Francisco, director, Communications division, Office of the Coordinator of Inter-American Affairs; Godfr Haggard, British Consul General; Willi L. Shirer, CBS news analyst; Edward K ber, CBS executive vice-president; Mr. Murrow; Mr. Davis; Mr. Paley; Mr. MacLei Hon. Charles Poletti, Lieut. Governor, New York; Hon. Alfred E. Smith, former Governor of New York; Most Rev. J. Franc A. McIntyre, D.D., chancellor of Archdiocese of New York; Chairman Fly; Ho Newbold Morris, president of the C Council of New York; Robert E. Sh wood, Deputy Coordinator of Information; Right Rev. Francis J. McConnell, bishop of the New York Area of the Methodist Church; Kent Cooper, general manager of AP; John Benson, president of the AAAA; Major George Fielding Eliot, CBS military analyst; Joseph V. Connolly, president of King Features Syndicate, and Albert L Warner, CBS Washington analyst.

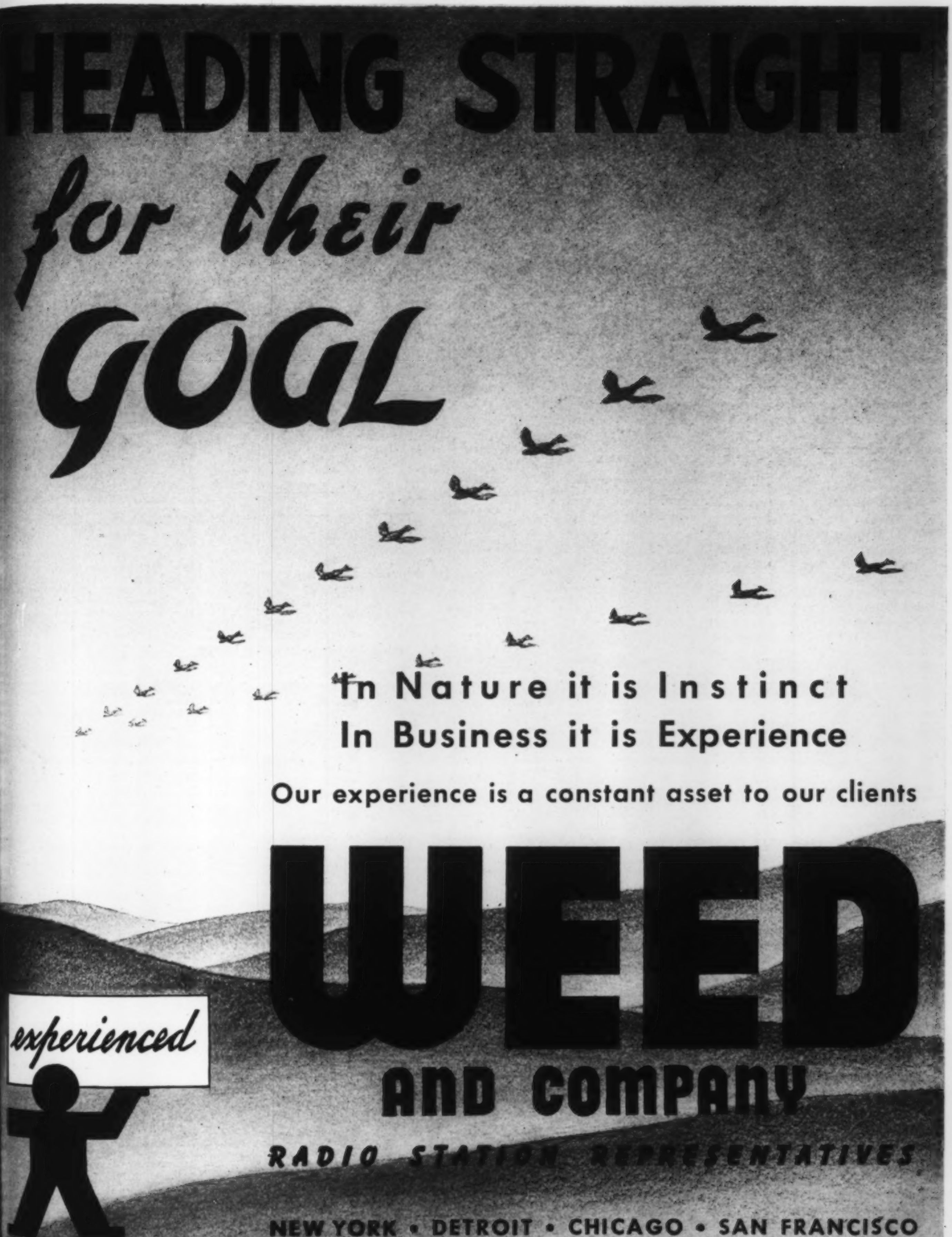
In addition to all leading CBS executives, radio and advertising notables present included: C. T. Ayres, Ruthrauff & Ry Howard Barlow, CBS; Harry A. Batte N. W. Ayer & Son; Milton H. Biow, T Biow Co.; Maj. Edward Bowes; A. O. Bu ingham, Cluett Peabody & Co.; Ralph St Butler, General Foods Corp.; C. Law Campbell, Ruthrauff & Ryan; Saving Crampton, Colgate-Palmolive-Peet Co Archibald M. Crossley, Crossley Inc.; L E. Dean, Arthur Kudner Inc.; H. H. D berteen, Benton & Bowles; Henry E hardt, Kenyon & Eckhardt; Sherman Ellis, Sherman K. Ellis & Co.; John Esty, Wm. Esty & Co.; Clifton Fadim m.c. of *Information Please*; Clarence Fr cis, General Foods; Carlos Franco, Yo & Rubicam; Samuel D. Fuson, Arth Kudner; Charles F. Gannon, Arthur K ner; I. A. Hirschmann, Bloomingdale dept. store; Atherton W. Hobler, Bent & Bowles; C. E. Hooper, C. E. Hoop Inc.; Tevis Huhn, Warwick & Legler.

Joseph Katz, Joseph Katz Co.; Sydney Kaye, BMI; Wilfred S. King, J. M. Math Inc.; Myron Kirk, Arthur Kudner Inc.; Andre Kostelanetz, orchestra leader; Arth Kudner, Arthur Kudner Inc.; Eleanor Larson, Geyer, Cornell & Newell; Dr. P F. Lazarsfeld, Office of Radio Researc A. W. Lehman, Cooperative Analysis Broadcasting; Mrs. Alfred J. McCosk wife of the president of WOR, New Yo Harry C. Marschalk, Marschalk & Pra J. M. Mathes, J. M. Mathes Inc.; Edwa J. Noble, WMCA, New York; Morris Novik, WNYC, New York's municipal s tion; Mark O'Dea, O'Dea, Shelton & Ca day; E. Claude Mills, John G. Pai ASCAP; Roy W. Peet, Colgate-Palmoli Peet; Bernard J. Prockter, The Biow C Victor Ratner, Lord & Thomas; Willi Reydel, Newell-Emmett; Carroll Rh strom, Ward Wheelock Co.; Stanley Richardson, Office of the Coordinator Information; William N. Robson, Len & Mitchell; Raymond Rubicam, Young Rubicam; Regina Schuebel, Biow Co.; K Smith, CBS star; Carl M. Stanton, L & Thomas; J. D. Tarcher, J. D. Tar Inc.; Lowell Thomas, NBC; W. J. Thom Young & Rubicam; Ward Wheelock, W Wheelock Co.; Ed Wilhelm, Maxon Inc.

Among other radio executives pres Frank Braucher, former WOR vice-president; Walter J. Brown, WSPA-WO Spartanburg, S. C.; William Cherry WPRO, Providence; Samuel H. C WFBL, Syracuse; John Daly, WOV, York; Dr. Franklin M. Doolittle, W Hartford; John E. Fetzer, WKZO, mazoo; Hoyt B. Wooten, WREC, phis; Isaac D. and Dr. Leon Levy, WC Philadelphia; I. R. Lounsberry, W WKBW, Buffalo; Lewis M. Milb WCAO, Baltimore; John W. Run KRLD, Dallas; Victor Sholis, dire Clear Channel Broadcasting Service; O. Taylor, KGNC, Amarillo; Clarence Whe WHEC, Rochester.

Murrow's Tour

ALTHOUGH the full schedule cities and dates has not been announced for the lecture tour planned in January by Edward Murrow, chief of CBS' European bureau now in this country on vacation, the first booking is set for Jan. 7, 1942, in Hartford. Music Corp. of America, which recently bought Columbia Artists, states that Mr. Murrow will speak about 35 cities, the schedule to released the end of this week.



HEADING STRAIGHT *for their* GOAL

In Nature it is Instinct
In Business it is Experience

Our experience is a constant asset to our clients

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

Dies May Summon Fly on Watson Post

Claims Complete File Of Data Against Educator

THE Dies Committee either will subpoena FCC Chairman James Lawrence Fly to explain the recent appointment of Dr. Goodwin Watson as chief analyst of the Foreign Broadcast Monitoring Service or will make public its complete file of documentary evidence, which Chairman Martin Dies, of the committee, allegedly proves Dr. Watson has a record of pro-Communist activity.

This was indicated last week by a committee spokesman, following a declaration on the House floor Nov. 28 by Chairman Dies that he intends "to have a showdown with the Chairman of the FCC" on the appointment of Dr. Watson, whom he claimed was "a propagandist for Communism and the Soviet Union" and an advocate of public-owned radio and press.

Criticizes Chairman

Emphasizing his dissatisfaction at Chairman Fly's answer to a Nov. 26 letter protesting the appointment of Dr. Watson to the responsible FBMS post [BROADCASTING, Nov. 24], Rep. Dies pointed out that the committee has gathered together "documents which established beyond any possibility of dispute the truth of the charges which I made to Chairman Fly concerning his subordinate, Goodwin Watson." He sharply protested Chairman Fly's failure to take advantage of the committee's offer to furnish these documents for inspection "to judge for himself the nature and value of the evidence in our possession".

No comment came from Dr. Watson or the FCC on Rep. Dies' blast in the House.

In a letter to the editor of the *New York Times*, published late in November, Dr. Watson reemphasized principal points in Chairman Fly's answer to the Dies letter—that he had been a member of only one of 13 alleged Communist front organizations to which Rep. Dies had claimed he has belonged—Consumers' Union—and that his writings include "only two brief articles devoted to the Soviet Union, those being reports of a trip, and full of both pros and cons".

"Neither my secretary nor I could find in our files or memories any basis for the alleged connection with the other groups mentioned," Dr. Watson declared in the *Times*. "Perhaps I have been on their mailing lists, or made a speech at a meeting they assisted in arranging, or signed some petition they were circulating for what seemed to me at the time a worthy cause. Certainly, I have been much more active in some other organizations which, in the usual view of the Dies Committee, might be thought to be subversive because connected with labor or consumer cooperation. It is not surprising, although it is unfair, that Mr. Dies passed over all the criticism of the USSR in my work."

An examination of Dies Committee records revealed numerous printed documents, such as magazine articles and letterheads in which Dr. Watson's name appeared, apparently linking him in one way or another to various "front organizations", according to the commtitee interpretation. One exhibit, a photostatic copy of a page from the *Daily Worker* of March 5, 1941, listed among some 200 signers of a statement in defense of the Communist Party the name of "Goodwin Watson."

Speech to Educators

Also coming in for committee attention is a June 29, 1938, newspaper account, from the *New York Herald-Tribune*, of the National Education Assn. convention in New York, at which Dr. Watson was a speaker. The committee spokesman pointed out several paragraphs of the 1938 newspaper story, reading:

> Before 3,000 cheering delegates in the ballroom of the Astor, Dr. Goodwin Watson, professor of education at Teachers College, begged the teachers of the nation to use their profession to indoctrinate children to overthrow "conservative reactionaries" directing American government and industry. He charged that these "plutocrats" were driving the United States toward Fascism and war instead of trying to preserve democracy and world peace.
>
> The teachers applauded him vigorously although he castigated them for failing to mold the opinions of their pupils against "manufacturing interests, plutocrats and Mr. Million-bucks" whom he charged were ignoring and opposing the inarticulate desires of the masses for industrial and political democracy and world peace.
>
> Among the principal assertions of Dr. Watson, who is a leader of the social-frontier or left-wing group of educators, were that Soviet Russia was one of "the most notable international achievements of our generation"; that democracy can be achieved only if newspapers and the radio, like schools, are taken from private owners and made public agencies, and that the New York World's Fair promises to be only a "ballyhoo for business" despite its claim of education.
>
> Dr. Watson said that "we can't make government more democratic so long as economic power, and the power to pay for propaganda which molds public opinion, are concentrated in the hands of the few". He said that "our government and that of France and England may pretend to be democracies, but they are in truth plutocracies" and that "the foreign policies of plutocracies will seldom advance peace and world cooperation".
>
> "This predicament," he said, " defines our educational task. To get results in building world citizenship means to change social relations in the direction of greater opportunity for the mass of mankind."

Another item drawing attention of Committee members is a statement published in July 1, 1934, in *Common Sense*, described as a left-wing organ:

"Since its inception, New America has profited by the services and leadership of such men as Dr. Thomas H. Wright, Richard Storrs Childs, Thomas R. Amlie, Goodwin Watson, professor of psychology at Teachers College, and Harry F. Ward, chairman of the American Civil Liberties Union".

Explaining that New America was a "high-brow intellectual group" organized in the early '30's to substitute a new social order in this country, the committee spokesman called attention to New America's published "goal and program".

A principal goal, according to documents in possession of the Dies committee, was "abolition of the profit system; the elimination of its incentives and habits, the legal forms and concepts by which it supports and the ideas by which it justifies capitalistic society."

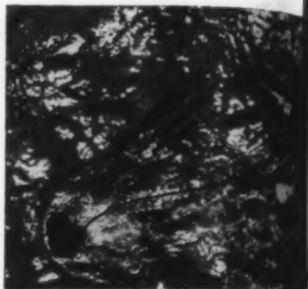
Continuing, the printed pages outlining New America's design declared:

> To win the masses to this goal and program by persuasive propaganda, aimed at uniting the farmers, the industrial and distributive workers and the professionals in a common hate of their common enemy, the profit system, and a unified determination to achieve the new order in which alone can any of them find security. New America will direct the force of hate and the destruction that removes obstacles in order to build. It will cooperate in genuine united front movements designed to weaken capitalist society and to awaken the people to its dangers, especially the dangers of war and Fascism. It will not take office to reform the profit system, only to abolish it.

Dies Speech in House

In his Nov. 28 remarks before the House, during debate on the price-control bill, Rep. Dies declared:

> On Nov. 18 I wrote a letter to the Hon. James Lawrence Fly, Chairman of the FCC, and apprised him of certain facts and evidence in the possession of the Special Committee on Un-American Activities. In my communication to Chairman Fly I made it abundantly clear that our committee had documentary evidence to establish two facts:
>
> First, that Goodwin Watson, chief broadcast analyst of the FCC, had publicly associated himself with a large number of front organizations of the Communist Party; and second, that Goodwin Watson had for years been a propagandist for Communism and the Soviet Union.
>
> I now hold in my hand copies of documents which establish beyond any possibility of dispute the truth of the charges which I made to Chairman Fly concerning his subordinate, Goodwin Watson.
>
> In order that Mr. Fly might have every opportunity to judge for himself the nature and value of the evidence in our possession, I wrote to him as follows: "If you desire to have one of your representatives study the evidence in our committee's files which bears upon the matter of Watson's connections with Communist front organizations, I shall be happy to offer you every facility for that purpose".
>
> Chairman Fly absolutely ignored my offer to show him the evidence. Instead of availing himself of the opportunity to inspect the evidence in our possession, Chairman Fly replied to my letter on the very next day, stating that he had taken pains to make a full inquiry into the subject and that as a result of his inquiry he had found my charges against Watson to be baseless.
>
> Instead of looking at our evidence, Chairman Fly wrote to me that Go win Watson is a man "of tenth ge eration American ancestry". It is understanding that Earl Browder al describes his American ancestry i some such quantitative terms. I not concerned about the ancestry Goodwin Watson or Earl Browder. have never brought any charg against either one of them on th ground of his forebears.
>
> I charged categorically that Goo win Watson had been publicly as ciated with a large number of Co munism and the Soviet Union. I ha that charge at this time. I intend have a showdown with the chairma of the FCC as to the truth or u truth of this charge.
>
> I further charged, and I now r peat it, that Goodwin Watson has f years been a propagandist for Co munism and the Soviet Union. I ha Watson's undisputed writings to pro that charge, and I intend to have showdown as to the truth or untr of this charge.
>
> Instead of giving one moment's co sideration to the evidence in our p session, Chairman Fly replied to that Goodwin Watson holds the gree of doctor of philosophy fr Columbia U. One of the most pro writers of Communist literature the United States, a man who wa publicly avowed member of the C munist Party, also held the of doctor of philosophy from Co bia U. His name was M. J. Ol I have not held it against Good Watson or M. J. Olgin that they or did not have degrees of the hig academic rating from Columbia.
>
> Lest there be any misunderstand in any quarter, I wish to say t when it comes to the question permitting Communists to hold h Government positions in this Cap City of the Nation, I have just be to fight.



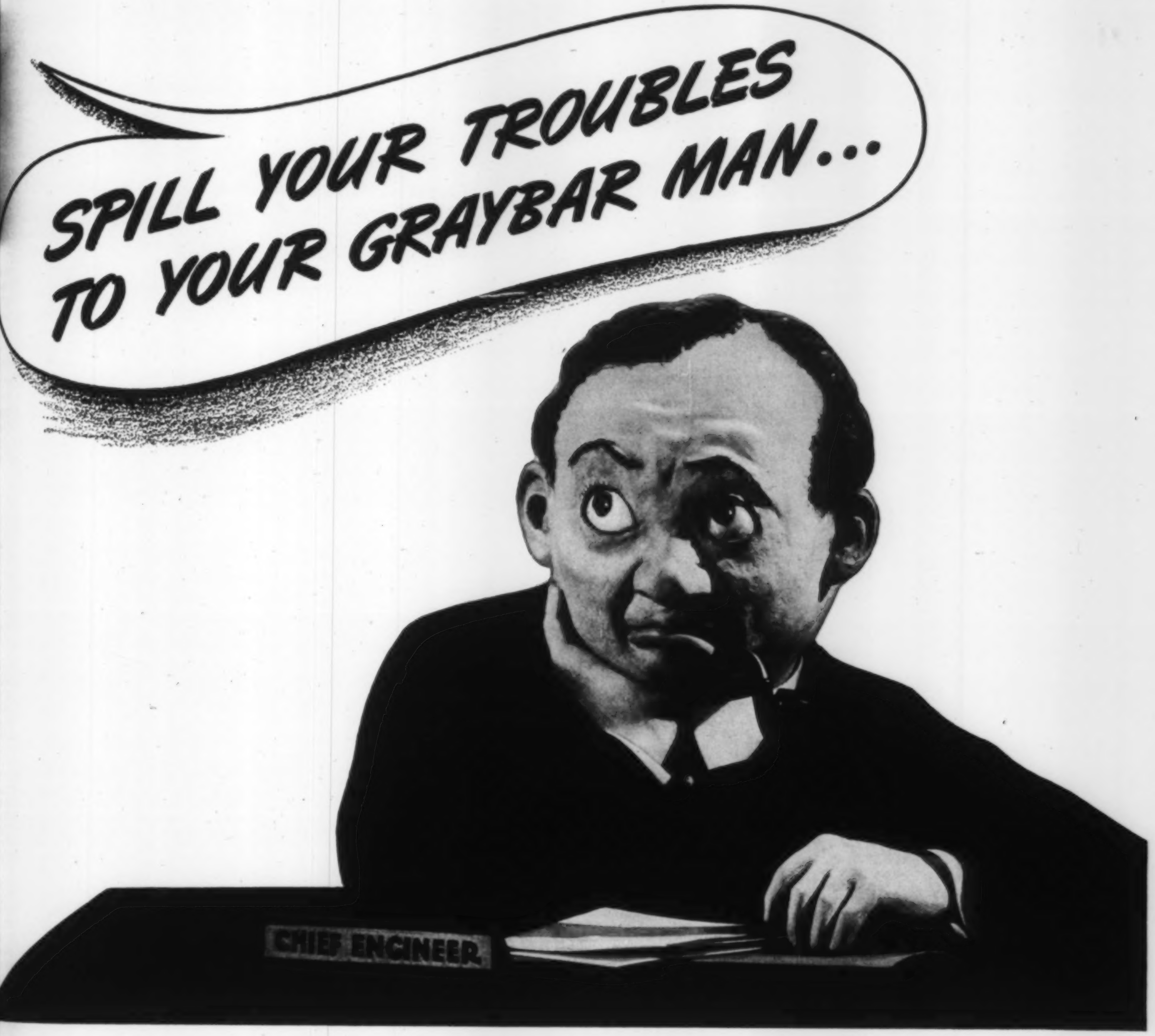
NATIVE SWIMMER carries mi to ships entering Honolulu har for KGMB remote pickups. T mike is connected to remote equi ment on the shore. Recorded pla backs are heard later in the eve ning on steamer days. When Davi Sarnoff, RCA president, was inte viewed on the CBS affiliate, he com mented on the "privilege of bein invited to speak over a Columbi station". It's all right, the an nouncer said, "this is an RCA mi crophone".

Flamm Asks N. Y. CP

DONALD FLAMM, forme owner and general manager WMCA, New York, last week fi an application with the FCC for new 5,000-watt fulltime station New York City on 620 kc. with directional antenna, Mr. Flam sold WMCA last Dec. 31 to Edwa J. Noble, well-known industriali and former Government offici [BROADCASTING, Jan. 1].

JOHN HAMMOND, executive of C lumbia Recording Corp., New Yo on Jan. 1, 1942, will go on a temp rary leave of absence to take a natio wide tour of the country in the inter of Negro musicians and talent.

XUM


SPILL YOUR TROUBLES TO YOUR GRAYBAR MAN...
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tewing over a tough technical problem? Tell it to our Graybar man—and he'll do his level best to get e answer for you.

Pining for some particular piece of equipment? aybe your Graybar man knows a fellow with a spare d can make a deal for you.

Or is your trouble that you want . . . *but . . . you get the* ea. No matter *what's* bothering you, call Graybar! Right now your Graybar man may not be able to t you all the Western Electric equipment you want.

As you know, Uncle Sam is our Number One Customer. But your friend from Graybar is primed to do darned near anything to help you make the best of things. And he'll be around knocking on your door regularly.

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Educators, Federal Officials Praise Radio's Role in Defense

Annual Chicago Conference Discusses Means of Using Broadcasts in School Curricula

BROADCASTING industry's contribution to national defense and its aid in promoting Pan-American solidarity were patently praised by speakers at the fifth annual School Broadcast Conference, held last Wednesday through Friday at the Congress Hotel, Chicago.

The conference, attended by more than 1,000 radio educators, wound up its three-day session with a banquet on Friday evening at which the second annual award of merit was presented to Sterling Fisher, CBS educational director, in recognition of "an outstanding job in radio education during the past year."

Praise for Radio

Dr. Frank Kingdon, of the Office of Facts & Figures, Washington, told the conference at the Wednesday evening session that "the broadcasting industry has fully accepted its social responsibility."

"In September alone," he said, "the radio companies donated $2,250,000 of radio time to the promotion of two Government enterprises—defense bonds, and enlistment of men for the various services. Through radio, the American people are better informed than any people have ever been in the history of the world. Radio has kept the confidence of the people through forums, through unbiased news, through reports of Governmental activities, and through on-the-spot foreign news coverage. Thus radio has more firmly entrenched the democratic process."

Ed Kirby, chief of the radio branch of the War Department Bureau of Public Relations, told the educators that the individual broadcaster is the person most qualified to select and edit Army radio programs.

"There is not enough time in the day, nor stations on the air to accommodate one-tenth of all requests being made for time in the name of national defense; whether these requests come from Washington, from state, country, or city governments, clubs, charitable or patriotic organizations. There must be editorial selection, variety and audience appeal if there are to be listeners.

"If we vote to go to war, then we shall go to war, and that means in terms of radio political debate, having reached a conclusion as to our enemy and his location, we shall no longer debate on the air who is the enemy but whether or not we are pursuing that enemy effectively."

The only imposed restrictions on the broadcaster's function, he explained, are that no military secrets be divulged, and that no reports of troop movements or news tending to endanger the lives of American soldiers be broadcast.

Brig. Gen. Frederic Osborn, chief of the Army Morale Division, described the work of his division while Oveta C. Hobbs, in charge of women's activities of the War Department's Bureau of Public Relations, spoke on her department.

Dr. James Rowland Angell, NBC public service counsellor, presided at the opening general session of the conference on Wednesday morning.

Discs in Classroom

Wynn Wright, production manager of NBC Central Division, spoke before a workshop group on vocational problems in respect to radio-minded students. Gordon Studebaker, of the U. S. Office of Education, Washington, led a discussion on the use of transcriptions in the classroom. There were also groups on the value of handbooks in the classroom as an integrator of radio instruction and on creative art by radio. Hazel Kenyon, educational director of KIRO, Seattle, led a discussion on "Writing for Radio," at which Leslie Eddie, assistant continuity editor of NBC Central Division, explained the fate of unsolicited scripts.

William D. Boutwell, of the Office of Education, Washington, led a discussion on "Teacher Training in Radio," while I. Keith Tyler, of Ohio State U, conducted a seminar on evaluation of school broadcasts.

The problems of FM broadcasting were discussed at a meeting at which the speakers included William Levenson, director of WBOE, Cleveland; Linus Travers, vice-president, Yankee Network, Boston; and James Ebel, chief engineer of WILL, Illinois U. station at Champaign.

Lyman Bryson, chairman of CBS Adult Education Board, pointed out at the Thursday evening general session that the principal function of education in radio is not to convey concrete and immutable facts, but rather to encourage attitudes of tolerance and a realization that there are many viewpoints to a single question. Harriet Hester, of WLS, Chicago, acted as moderator, while Brooks Watson, of WMBD, Peoria, was among those on the panel.

Child Programs

Dorothy Lewis, vice-president of the Radio Council on Children's Programs, was chairman of a group considering ways and means of building better children's programs. Thomas Rishworth, assistant director of public service programs, NBC eastern division, was chairman of a classroom demonstration at which "Cavalcade of America" was heard on transcription.

At the conference banquet, Edward Tomlinson, NBC intercontinental adviser, spoke on "South America Changes Front." Major Harold W. Kent, of the War Department, presided.

The scroll presented to Mr. Fisher was tendered in recognition of a "pioneer whose vision has made *American School of the Air* a stimulating factor in many classrooms throughout the nation . . . as a pioneer in the promotion of better relationships and understanding between North and South American countries through the use of radio . . . and as a man who realizes the social importance of radio in a democracy and has made of the School of the Air a sounding board for the dissemination of genuine democratic ideals."

Concurrently with the conference on Wednesday evening, CBS held a dinner in honor of the educational directors. Those who attended were: Sterling Fisher, CBS director of talks and education; Lavinia Schwartz, CBS midwest educational director; Dr. Alfred Bonomo, WWL, New Orleans; Lloyd Dennis, WJSV, Washington; Geraldine Elliott and Mark Haas, WJR, Detroit; Hazel Kenyon, KIRO, Seattle; Betty Campbell, KMOX, St. Louis; Luke R. Roberts, KOIN, Portland; Max Karl, WCCO, Minneapolis; Josephine French, WADC, Akron; Irwin A. Johnston, WBNS, Columbus; L. Von Linder, WMT, Cedar Rapids; Bill Costello, O. J. Neuwerth, William Kir-Stimon, WBBM, Chicago.

NO FAKE professors are these becapped and gowned lads. They are Henry Burke (left), program manager of WOW, Omaha and Soren Munkhof, assistant news manager of the station both of whom teach courses at Omaha educational institutions. Program Manager Burke does his pedagogy at the Municipal U while Newsmanager Munkhof expounds at Creighton U.

Lever Drops 'Premier'

Mass., after a series of meetings with its new agency for Lifebuoy, Rupthrauff & Ryan, New York [BROADCASTING, Dec. 1], has decided not to resume *Hollywood Premier* after Christmas but to retain *Meet Mr. Meek* on 59 CBS stations, Wednesdays at 7:30 p.m. when *R&R* takes over the account Jan. 1. *Hollywood Premier*, which was heard on 71 CBS stations, Fridays 10:30-11 p.m., went off the air Nov. 28 for a four-week layoff during the Christmas season.

Wrigley Defense Activity In Radio Programs Cited

SPEAKING before an assembly o the public relations officers of th U. S. Army gathered at the Congress Hotel in Chicago Dec. 3, i conjunction with the School Broadcast Conference, Arthur Meyerhoff of Meyerhoff Adv. Agency, Chicago asserted that in this critical perio radio programs, aside from providing entertainment, should hav some added objective associate with the national defense.

Speaking on behalf of the Wrigley Co. for which his agency direct the advertising of Spearmint Gum he pointed out that Wrigley programs were cooperating with th defense effort in publicizing th work, background and accomplishments of the armed forces.

Attending were 64 public relations officers. Capt. S. P. Smith Commandant, Intelligence Officer Training School, presided. Als present from the Radio branch o the War Department were E Kirby, chairman; Maj. Harold W Kent, educational liaison office news and special events, and Jac Joy, chief of the program depar ment.

180,000 FM SETS IN NATION CLAIMED

NATIONAL total of FM receiver in actual use on Dec. 1 is estimate at a minimum of 180 sets, according to latest figures compiled b FM Broadcasters Inc., with mo than 36,000 new FM sets goin into use during the month of O tober and November sales figur not yet available. In addition to 1 experimental FM stations, the are now 22 fulltime commerci stations airing FM program sche ules.

New York City still leads t nation in number of FM receive in use, some 35,000 having be sold within that service area up Dec. 1, the survey reveals [Bro CASTING, Nov. 10].

Chicago still holds second pla with about 19,000 sets. New En land is a very close third, havi approximately 18,000 in its vario cities, 5,500 of them in Boston. T Philadelphia total is approachi 9,000, although FM service beg only last month in that city. L Angeles has 10,000 sets; Detr about 9,000. The Milwaukee ta is 5,800; Pittsburgh, 5,500.

Douglas Oil Spots

DOUGLAS OIL & REFINING C Los Angeles, recently revamped radio campaign and is sponsor the five-weekly quarter-hour ne cast, *Let's Talk Over the News,* KMPC, Beverly Hills, Cal., and six-weekly program, *Douglas N Broadcast* on KRKD, Los Angel In addition, firm is using a hea spot announcement schedule on group of California stations. L includes KNX KFAC KHJ K KFXM KTKC KARM, as well KEVE, Everett, Wash., a XEMO, Tia Juana. Agency is W. Kastor & Sons, Chicago.

WALTER MURPHY, college ed in the CBS press department, on D 8 takes over the position of publi director of WEEI, CBS Boston a ate, succeeding the late Dorothy Dr

Try the West

"TEST TUBE LAND" OUT WEST

THEN ADD THE REST...

✓ *There's an easy way to pre-test coast-to-coast radio...*

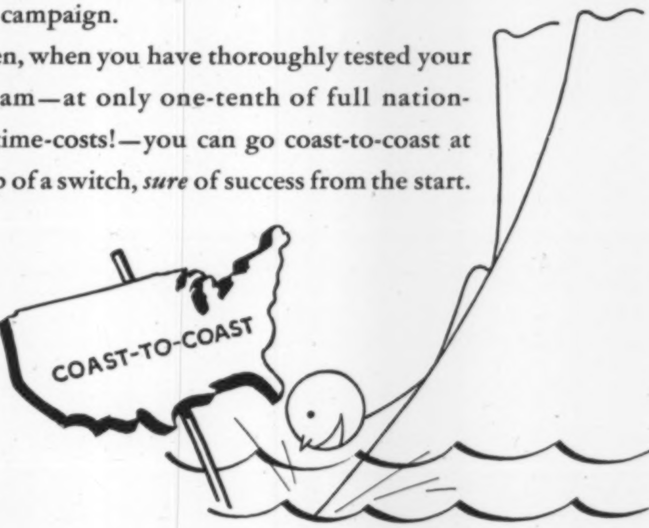
—to learn *beforehand* how network advertising will work for *you.*

—to predetermine your new program's audiences and sales effectiveness...to check copy appeals, offers, merchandising.

HOW? *Pre-test your campaign in "Test Tube Land"—over the Columbia Pacific Network.*

Only on the Pacific Coast can you find *all* 8 factors indispensable for proving every detail of your new radio advertising campaign.

Then, when you have thoroughly tested your program—at only one-tenth of full nation-wide time-costs!—you can go coast-to-coast at the flip of a switch, *sure* of success from the start.



Only place where all 8 necessary radio testing factors are combined:

Isolated regional market
Set apart sales-wise by Continental Divide.

All listener types
Every income group—in city and farm.

Regular sales reports
By A. C. Nielsen & Co. and Facts Consolidated.

No waste circulation
Continental Divide isolates radio coverage, too.

Networks in miniature
All carry full-time coast-to-coast schedules.

Monthly audience reports
C. E. Hooper "Pacific" ratings.

Hollywood production
Nation's second coast-to-coast production center.

Economy
One-tenth the time-cost of full nation-wide network.

Columbia PACIFIC Network

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

PALACE HOTEL, SAN FRANCISCO—COLUMBIA SQUARE, LOS ANGELES • Represented nationally by RADIO SALES with offices located in New York, Chicago, St. Louis, and Charlotte

Consolidated Drug Offer to Sell Time Arouses Criticism

Agency Claims It Applies to Consolidated Drug Clients

A LETTER of solicitation to several drug manufacturers by Benson & Dall, Chicago, outlining a plan whereby the agency claimed it is possible for these accounts to buy early morning time on a number of leading stations at 55 per cent less than the published card rate, caused considerable reaction in agency circles last week.

Benson & Dall is the agency for Consolidated Royal Chemical Corp., Chicago, which owns outright or controls the distribution of several drug products. The letter stated that radio was extensively used in the promotion of these products, and that in order to take advantage of rate economies, large blocks of time are purchased on leading stations for one or two hours a day six days a week.

Block Time Purchase

"On many of these stations," the letter read, "we have to buy a little more time than we can actually use. For this reason we can offer you a plan whereby you can purchase at our low rates a fifteen minute program on all or any top notch radio programs on the enclosed list, at a saving, in most cases, of more than half what you would normally pay." Attached to the letter was a list of 25 stations and a column of published card rates for half-hour six days a week, with a comparison of the claimed Benson & Dall block rate, which represented a saving of 55 per cent.

Through an error, according to R. S. Dooley, Benson & Dall president, the letter was addressed to three non-drug accounts. A second letter was addressed to these accounts informing them of the error and that the offer was applicable only to drug manufacturers. The president of the Chicago agency which handles the three accounts, however, immediately sent a blanket wire to all the stations on the list enclosed in the Benson & Dall letter asking them if they would sell him one hour a day six days a week for resale purposes. In each case the answer was in the negative. He then followed up with a letter warning that if another agency were allowed to resell time, then, under the Fair Trade Practices Act, he likewise would be entitled to the identical offer.

Dooley Denies Resale

Mr. Dooley, however, denied that the agency was reselling the time which they had purchased. "It has been an established fact," he said, "that for years our client has been acting as exclusive national distributors for a number of drug products which includes advertising and sales promotion. Consolidated has purchased large blocks of time to promote these products, which it either distributes or owns outright. The offer which we made is open to companies who wish to appoint Consolidated national sales distributor. Their products would be advertised by Consolidated through its agency. Benson & Dall."

The stations carrying the Consolidated business reported, in every instance, that all products advertised on Consolidated purchased time were either owned cr distributed by the sponsor.

MEMBERS of Uncle Sam's armed forces in Alaska will receive top local and network programs transcribed by Seattle stations and sent to Alaskan stations for rebroadcast as a result of arrangements just completed. Capt. Gordon A. Hittenmark, of the radio section of the War Department morale branch and WRC, Washington announcer, **points out Alaska camp sites to: (l to r) Roy Grandy, KOL, Seattle;** Major Fred P. Andrew, in charge of Alaska Communication System; Maurv Rider, KIRO, Seattle, program director; Bill Warren, KOMO, Seattle program director. Major Andrews will serve as "Traffic Manager" directing the cooperative efforts to obtain the maximum coverage.

WGST Hearing Opens Political Battle; FCC Policy on Station Leases Involved

THE FCC came face to face with Georgia's hectic political situation last week when hearings were begun in Washington on the application of WGST, Atlanta, for renewal of its license. Considered highly important because of its bearing on future Commission policy in regard to apparent control of stations by others than licensees, the hearings are expected to be lengthy.

With FCC counsel, Marcus Cohn and Russell Rowell, indicating at the outset that the Commission intends to delve deeply into past, present and proposed future operation of the station, it appeared as the proceeding was recessed last Friday until Jan. 7 that the hearing would continue until a long list of witnesses could be heard. This picture was further complicated by indication that it would be difficult to gather the entire group of witnesses together at a single time.

Amid constant bickering among counsel about issues involved in the renewal application, as well as authority to represent a profusion of conflicting interests, the opening days of the hearing with Rosel H. Hyde, FCC principal attorney, presiding, revolved about appearances by Dr. M. L. Brittain, president of the Georgia School of Technology, licensee of WGST; Ellis Gibbs Arnall, attorney general of Georgia, and Clarence L. Calhoun, Atlanta attorney, who with Sam Pickard, former Federal Radio Commissioner and one-time CBS vice-president, heads Southern Broadcasting Stations Inc., which for the last 10 years has operated the station under an agreement regarded as a management contract. Mr. Calhoun was on the stand for 2½ days. W. E. Carroll, a minority stockholder and a director of SBSI, appeared for several hours Friday before the proceeding was recessed.

Political Angles

Typical of the proceeding was an acrimonious exchange finally involving all counsel, which grew from a spirited argument between Attorney General Arnall, appearing as a witness under subpoena, and John E. McClure, Washington attorney named by Gov. Talmadge, of Georgia, as special attorney general to handle the WGST case. When Mr. Arnall questioned the authority of Mr. McClure to represent the State of Georgia, after the latter had read into the record his authorization from the Governor, Louis G. Caldwell, who with Reed T. Rollo was appearing as special attorney general with Mr. McClure, protested any imputation of impropriety.

A high point in this by-play came with the declaration by Mr. McClure:

"He may be a big potato dow in Georgia, but he's just anoth witness here before this Feder commission."

A short time later Mr. Arna charged that Mr. McClure had "d faulted the case" and jeopardize Georgia Tech's license, then mad a motion that he be allowed to ap pear to represent the State Georgia rather than Mr. McClur Mr. Hyde made no ruling on th motion, and Mr. Arnall returne to Atlanta in the middle of th week.

During Mr. Calhoun's testimon counsel questioned him for hou on operation aspects of WGST. major discussion developed duri his appearance from allegatio surrounding a move to for through a contract to "share prof secretly" with others than the o erators of the station and Georg Tech.

Southern Broadcasting Statio Inc., with George B. Porter counsel, appeared in the proce ings as intervenor on grounds th its contract with Georgia Sch of Technology, dating origin from 1930, remains in force cannot be broken by the school enter into an allegedly "more f vorable" agreement with Arth Lucas and William Jenk Georgia chain theatre operat prospective lessees of WGST.

Good Return for School

Dr. Brittain indicated on th stand that the school has receive payments of about $30,000 fro the station operators during th last year. Under the offer receive from Messrs. Lucas and Jenkins the school would receive a $30, 000 annual guarantee, plus 25% the station's net income, with th privilege of cancelling the contra if payments amount to less tha $50,000 a year, it is understood.

The political angles of th WGST affair, involving the Ta madge administration and oppo ing factions, broke into the ope recently through a letter from Mr Lucas protesting the action of th FCC in affirming an earlier d cision of Motions Commission George H. Payne denying the l censee's petition to take depositio in Atlanta in connection with th hearing.

FCC Chairman James Lawren Fly answered the Lucas letter wi a blistering declaration that long as I am chairman of the Co mission, decisions are going to made upon the merits, and not accordance with purely politic influence, threats or coercio [BROADCASTING, Nov. 17].

N. Y. Set Tax Dropped

FOLLOWING a conference wit James Lawrence Fly, FCC chai man, Mayor Fiorella La Guardia New York City has ordered the di continuance of a $2 monthly tax o all receivers in public places. Cit had started a test suit to colle the tax on one such receiver, basin its claim on the statute coverin motion picture projectors.

DENVER'S
STAND OUT
STATION

560 Kc.—C.B.S.

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City—Represented Nationally by the Katz Agency, Inc.

R. K. White and Larry Holcomb Join Staff of Wright-Sonovox

Other Staff Additions Are Announced as Plans For Expansion of Articulator Materialize

COINCIDENT with announcement of expansion plans, Wright-Sonovox Corp., radio developer of the sound articulation instrument, has named R. K. White, former executive of Campbell-Ewald Co., Detroit, as general manager with headquarters in Chicago, and Lawrence Holcomb, formerly radio director of Sherman K. Ellis & Co., New York, as eastern manager with headquarters in New York.

Mr. White

Other staff appointments include: Jack Ross, former radio director of Beaumont & Hohman, Chicago, west coast manager with offices in Hollywood; Andy Andrews, former freelance writer, production director of the Chicago office; Sally Thorson, script writer, Chicago, and William Brennan, chief sound engineer, Chicago. Jack Foster is in charge of technical development of the Sonovox units. Sally Franklin, radio actress, will be chief sound articulator in the New York office, as well as in charge of training articulators, while Mark Goodson, formerly an announcer of KNX, Hollywood, has been hired as another articulator.

Wrights Remain Active

The inventor of Sonovox, Gilbert Wright, and his wife, the former Margaret Royster who is a musician and actress, will continue their work in the Hollywood offices.

Mr. Holcomb

Mr. Holcomb has been identified with radio in various capacities for 12 years. He was producer with Young & Rubicam, New York; radio director of Joseph Katz Co., New York; continuity editor of the NBC central division.

Mr. White, the new general manager, has a wide background in sales promotion and advertising work. For over 20 years he was associated with General Motors Corp., Detroit, in various executive capacities. He pioneered the sales distribution and marketing of Delco-Light as well as the sales promotion of Frigidaire when it first appeared on the market. Under his direction as advertising manager of Chevrolet *Chevrolet Chronicles*, one of the most widely broadcast transcribed strip programs and one of the initial radio efforts by an individual motor car manufacturer, were produced and released by World Broadcasting System.

Sonovox is an instrument through which sounds can be articulated into words, and its use in radio to date has been principally spot announcements with a number of national accounts, such as General Motors, and Colgate-Palmolive-Peet Co. already utilizing the instrument.

James L. Free and H. Preston Peters of Free & Peters, station representatives, recently formed the new corporation, Wright-Sonovox, under an exclusive contract with the inventor to develop the radio aspects and license performance rights of Sonovox. The instrument and its potential applications were described in an exclusive article in the Aug. 11 issue of BROADCASTING.

Used for Spots

In the initial stages, the company is directing the production of spot announcements with Sonovox until agencies and production men are well enough acquainted with the use of the instrument to utilize its potentialities. Advertisers that have already used the Sonovox are: General Motors Corp., Detroit, for Buick with the sound of a horn articulated into "Better Buy Buick"; Allied Mills, Chicago, for farm feeds, with actual sound of barnyard animals articulated into a recitation of the merits of Allied feeds; Chr. Hansen Labs., Little Falls, for Junket desserts, and Colgate-Palmolive-Peet Co., Jersey City, for Vel.

The Sonovox spots are attracting considerable attention, and the announcements, in many cases, have even attracted fan mail. A forte of Sonovox, according to Mr. Free, is to make spot announcements entertaining as well as to sell the merchandise.

Ry-Krisp Returns

RALSTON PURINA Co., St. Louis (Ry-Krisp), starting Jan. 2, will sponsor *Elsa Maxwell* in a quarter-hour of Hollywood commentaries, humor and interviews on approximately 80 NBC-Blue stations, Friday, 10-10:15 p. m. Program will mark the return of Ry-Krisp to network radio after a three-year absence. Marion Talley was sponsored on the Blue at that time. The account has used hitch-hike announcements on *Tom Mix Ralston Straight Shooters* on 66 Blue stations. Agency is Gardner Adv. Co., St. Louis.

ED STOKER and his orchestra heard on NBC-Red from KDYL, Salt Lake City, on Dec. 6 gave the premiere performance of the musical score of the forthcoming Paramount Christmas cartoon, "Mr. Bug Goes to Town".

NOTARY PUBLIC
BONDED BY
New York Casualty Company

GOING QUIETLY MAD, and loving it, on his first day as a notary public is George (Affidavit) Chance, sales representative of KILO, Grand Forks, N. D. Staring out from behind stacks of records and business trivia, he goes on record with his claim as "busiest salesman-notary in the business" and an assertion that he is prepared to fight any claim to the contrary.

UNSUNG HERO

Gets Army 'Jeep' Ride to Network Dinner

JOHN SHEPARD 3d, Yankee-Colonial Network head, whose sympathy for unsung heroes of the nation's collegiate gridiron teams was put into direct action last year, gave his second "King For a Day" dinner, aired over WAAB and 20 stations of the Colonial network last Thursday. Plan to honor this year's choice among the varsity-torn bench-warming forgotten men was almost stymied when Yale gridster Francis E. Jones, who missed his "Y" after three years' service with the Bulldogs, was found to be serving Uncle Sam's Army, having been inducted a week after the Yale-Harvard game.

Due to leave for Camp Lee, Va., last Tuesday, which would have cancelled his chances for appearing at the dinner, Jones was delivered to the dinner in an Army jeep, arrangements having been made by Maj. Gen. Francis B. Wilby, commanding the First Corps Area.

Soap Firm's Renewals

LOS ANGELES SOAP Co., Los Angeles (White King soap), on Dec. 29 renews for 52 weeks the five-weekly quarter-hour program, *News With Knox Manning* on 17 CBS West Coast and Mountain group stations, Monday through Friday, 12:15-12:30 p.m. (PST). Firm on that date also renews for 52 weeks, *News With Norman Nesbitt*, on 31 Pacific Coast Don Lee stations, Monday through Friday, 7-7:15 a.m. (PST). In addition, company will continue its policy of utilizing local newscasts and participation programs in selected markets with station list now being rechecked for renewals. Agency is Raymond R. Morgan Co., Hollywood.

WOR Photo Contract

ALL PHOTOGRAPHIC assignments of the publicity department of WOR, New York, heretofore filled by various photographers, will be handled on an exclusive basis by Walter Engel Inc., New York, the department has announced.

Peabody Entrie
To Close Jan. 1

Public Service Aspects t
Be Stressed in Awards

ANNOUNCEMENT of Jan. 1
1942, as the closing date for e
tries in the 1941 George Foster Pe
body Award competition was ma
late in November by Dean John E
Drewry, of the Henry W. Gra
School of Journalism at Georgia U
which sponsors the awards in co
junction with the NAB.

Comparable to the Pulitze
awards in journalism, the Peabo
awards are designed to "recogni
and encourage the social respon
bilities of the youngest of the me
of communication, and also t
honor a distinguished America
George Foster Peabody".

Public Service

Emphasis this year again will b
on public service, Dean Drewry i
dicated, although bases of measur
ment are to be more specific th
in 1940. Winners of awards f
1940, and first winners in the a
nual competition, were CBS, f
the networks; WLW, Cincinna
for large stations; WGAR, Cle
land, medium-size stations; KFR
Columbia, Mo., small stations; E
mer Davis, CBS news commenta
individual performance.

The 1941 awards will be ma
for best entertainment in dram
best entertainment in music; be
educational program, includi
forums, quizzes, literature, art, co
servation, forest protection, etc
best news reporting; most disti
guished innovation by a station
individual. Station managers, a
vertising agencies, radio edit
and others in the radio field are i
vited to submit nominations for t
awards to Henry W. Grady Sch
of Journalism, U of Geor
Athens. Winners will be chosen
an advisory board from data s
mitted.

Members of the advisory boa
are Dr. S. V. Sanford, chancell
University System of Georg
Bruce Barton, president of BBD
John H. Benson, AAAA preside
Virginius Dabney, editor, *Richm*
Times Dispatch; Norman H. Da
chairman, American Red Cro
Jonathan Daniels, editor, *Rale*
News & Observer; Mark Ethrid
vice-president and general m
ager, *Louisville Courier-Jour*
and *Times* and WHAS; Walde
Kaempffert, science editor, N
York Times; Alfred A. Knopf, p
lisher; Grace Moore, Metropoli
Opera star; Dr. John W. Stu
baker, U. S. Commissioner of Ed
cation; Mrs. Marjorie Peab
Waite, daughter of George Fos
Peabody and president, "Yadd
Saratoga Springs, New York; E
ward Weeks, editor, *Atlan*
Monthly.

WLS, Chicago, on Dec. 1 expanded
news service to include Press A
news, in addition to United Press
Transradio, and now offers ten ne
casts daily.

OUTSIDE STATIONS KEEP OUT!

The Scranton—Wilkes-Barre Market (17th in the U. S.) is as private as an Indian reservation when it comes to radio reception. Outside stations don't stand a chance.

Most of it is due to the Pocono Mountains and a few other natural obstacles that nip outside station signals in the bud. They can't get over the mountains.

But that's not all. WGBI does such a standout job in this industrial market of 652,000 people that outside stations don't stand much of a chance. That's proved by the fact that 98% of the daytime listeners and 96% of the nighttime listeners in the biggest county in this section listen to WGBI exclusively (Dr. Starch & Staff Survey).

WGBI is the only station heard throughout this Market... the only regional or clear channel station serving it.

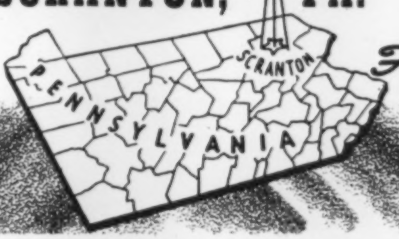
A CBS Affiliate
910 kc • 1000 WATTS DAY
500 WATTS NIGHT

WGBI
SCRANTON, PA.

JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
National Representatives

SCRANTON BROADCASTERS, Inc.

Frank Megargee, **Pres.**



Lang-Worth Adds ASCAP Numbers

Change of Policy Is Effected By Transcription Firm

POLICY CHANGE has been effected by Lang-Worth Feature Programs, New York, with close of the ASCAP-broadcasters controversy. The transcription unit announces that in addition to the customery catalogs of BMI and tax-free music, it is ready to make the Society's music available to subscribers. Although tax-free and BMI tunes will be principal source of supply, arrangements have been made whereby ASCAP music will reach stations on separate, clearly-marked transcriptions, according to Ralph C. Wentworth, president.

Lang-Worth has been one of the pioneers in advocating copyright independence through creation of a music pool by the industry and introduction of competition into the music field. Instigated Aug. 30, 1935, as a subsidiary of Langlois & Wentworth, Inc., who, up until that time handled only radio advertising accounts, the new firm of Lang-Worth started transcribing only non-ASCAP music to broadcasters.

Indemnity Policy

This tax-free library service adhered strictly to that course until advent of BMI. Shortly after its inception, Lang-Worth negotiated a copyright indemnity insurance policy with Lloyds of London which was kept in force until start of the present war.

During its seven years, Lang-Worth has consistently plugged for copyright independence. It worked with the NAB in completing delivery of the library service the latter's Bureau of Copyrights had started. Lang-Worth also recently organized its own music publishing firm, with BMI as the exclusive licensing agent.

Despite his announcement on transcribed ASCAP music, Mr. Wentworth urged continuous exploitation of BMI music, stating, "It is our belief that it is our duty, like that of the broadcasters, to maintain a strong and vigorous BMI. This can only be maintained by the continuous exploitation of BMI tunes."

NBC Guards Posted

GEORGE MONAHAN, private detective and expert in "industrial protection", has been employed by the general service department of NGC to work under B. J. Gilshire, manager of that division. Monahan is understood to be heading a "protective management division," as it is temporarily called, to post guards in vital areas of NBC's Radio City headquarters.

Writer Files Suit

ASSERTING that his story, *Navy Nurse*, was used on a nationwide sponsored broadcast without consent, Byron Morgan, Hollywood writer, in late November filed a $25,000 damage suit in Los Angeles Superior Court naming John H. Woodbury Corp. and NBC.

CAKE AND CONTRACT go together on the occasion of the 2,812th consecutive broadcast of *Concert Gems* by Ashley C. Dixon, broadcasting dean of KALE, Portland, Ore., who founded the 15-minute series nine years ago, sponsored all the way by the Powers Furniture Co., Portland, who renewed their contract as the show entered its 10th year. Seated are (l to r) Edward P. Casey, president, Powers Furniture Co., and Cake-Getter Ashley C. Dixon. Standing are Neil T. Agan, Powers vice-president; Ted Kooreman, KALE general manager; George R. Walker, Powers treasurer; Charles W. Meyers, KOIN-KALE head; R. T. Callahan, Powers secretary.

RADIO MAKES THEM SELL

Over 100 BMI Songs Rose to Peak Popularity

In Months ASCAP Was Off Networks

MORE THAN 100 BMI songs reached the pinnacle of national popularity, and some 40 of them broke into the golden circle of best sellers during the last year, according to Dave Silverman, music librarian of WJR, Detroit. Radio's plugging of the tunes is what makes them best-sellers, Mr. Silverman has concluded.

Switch to BMI

"Most people think of the music trade and its relation with radio in terms of the fees radio must pay for using music," Mr. Silverman commented in discussing radios' part in the sale of music. "But a glance at the sale of sheet music during the period when radio music was limited to BMI reveals that the sale of music is in direct proportion to the plugs music receives on the air."

"For instance, last year before BMI came into the picture, ASCAP-controlled music invariably led in sales. But late in 1940, when radio started plugging BMI music in anticipation of the break with ASCAP, BMI titles began to appear among the first 10 in point of sales. During 1941 BMI titles maintained a commanding position in sales."

"It's been a great year for unknowns and for newcomers," Mr. Silverman observed. "For instance, look at the record for 'Daddy.' If memory serves me right, this was Bob Troup's first published work, and it had 65,835 performances on radio alone during the third quarter. Forgotten manuscripts have been dusted off, given the radio treatment and have burst into the circle of best-sellers. A notable example of this is 'Amapola,' which was written back in 1924, but lay virtually dormant until radio started pushing it, and soon it was right at the top."

'Town Hall' Shift

NBC on Jan. 1, 1942, is shifting broadcasts of *America's Town Meeting of the Air* from Town Hall, New York, back to its former period on NBC-Blue 9-10 p.m. The program will continue to be heard 9:15-10:15 p.m. until Dec. 18, and there will be no presentation of the broadcast Christmas night, Dec. 25. When the series returned to the Blue last September, NBC shifted it to the new time to allow for sponsorship of the 9-9:15 p.m. period by Trimount Clothing Co., New York, which is discontinuing *News Here and Abroad* Dec. 25 at the end of a 13-week contract.

Axton-Fisher on MBS

AXTON-FISHER TOBACCO Co., Louisville, which has been sponsoring two programs on MBS for Twenty Grand cigarettes, on Dec. 2 started a special four-week series on 17 Mutual stations, featuring Johannes Steele, news analyst, who has just returned from a trip to London. The series, to run through Dec. 25, succeeds the *Mary Small* and *Danger Is My Business* programs, Tuesdays and Thursdays, but is heard at varying times on each station. The 17 outlets play back the newscaster's broadcasts off the line, and present them at convenient times. Agency, McCann-Erickson, New York.

Music Log Form Arouses Criticism

NAI Tells Members KGIR Plan Is Not Suitable

DIFFICULTIES with ASCAP over acceptance of the type of program form to be used in reporting performances of ASCAP music under per program licenses was reported last week by Network Affiliates Inc., recently formed regional trade group.

ASCAP, members were notified, has indicated that it "would not accept from other broadcast stations the program forms (music production sheet and music log) which it has approved for use by KGIR, copies of which were sent you for your information and guidance".

Called Cumbersome

In its special bulletin, NAI said the program log and accounting system which ASCAP proposes for stations' use "is not acceptable" to NAI, "because it is cumbersome, requires unnecessary bookkeeping due to its numerous duplications, and does not give stations adequate protection against copyright infringement suits, in cases where the station is threatened with or faces such action."

Previously, NAI had notified stations that ASCAP would accept the KGIR type of form, developed by Ed Craney, as adequate. NAI announced that its copyright committee is now working out with ASCAP a form of musical log which it believes will be acceptable to ASCAP and other licensing groups. It stated that the committee intends to insist upon a log which will "not be burdensome to maintain for either small or larg stations".

In some quarters it was thought that ASCAP's purported repudia tion of the previous log was par of an effort to force stations to ac cept blanket contracts, not requir ing log maintenance.

Norma Gibbs Enlists

NORMA GIBBS is the first woma member of Canada's radio advertis ing industry to join the recentl formed Canadian Women's Arm Corps, auxiliary to the Canadia Active Army. Miss Gibb resigne as time and space buyer at the To ronto office of J. Walter Thompso Co. to enlist as fulltime soldie Prior to this she had done volun tary war service work as a membe of the Red Cross Nursing Auxiliar and the St. John's Ambulance Bri gade. She will take a month's train ing as a probationer, and will the be uniformed and posted to an ad ministrative post within th CWAC. Before joining the J. Wal ter Thompson she had been in th media department of Cockfiel Brown & Co., Toronto. She was re placed at J. Walter Thompson b her assistant, Phyllis Sivell.

KNOX MANNING, Hollywood com mentator, has been signed by Warn Bros., to narrate the two-reel nation defense film, "Soldiers in White."

590 KC
5000 WATTS
UNLIMITED
GRAND RAPIDS
KALAMAZOO
BATTLE CREEK

As the 1941 Football Season Closes WKZO KICKS A GOAL

On Tuesday, November 26, 1941 the Federal Communications Commission granted WKZO an increase in power from 5000 watts daytime and 1000 watts night to 5000 watts unlimited . . . on 590 kc. WKZO covers more square miles than any other Michigan regional station.

The Strongest Selling Force in the Great Western Michigan Market!

John E. Fetzer
President & General Manager

WKZO

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Columbia's Exclusive Full Time Station for the KALAMAZOO--GRAND RAPIDS Area and the Great Western Michigan Market

TELEPHONE SPOTS PLACED ON COAST

PACIFIC TELEPHONE & Telegraph Co., Northern California and Nevada division, San Francisco, is using a radio campaign to warn the public of a possible Christmas holiday traffic jam on long-distance calls. The announcements will appeal to the public to bear with the phone company if their calls are delayed and at the same time suggest that when possible long distance calls be placed earlier in the week.

The campaign will start on 32 stations in Northern California and Nevada on Dec. 17. Five spot announcements have been contracted on each station. The phone company's divisions in Oregon, Washington and Southern California are planning similar radio campaigns. Business is placed direct.

The station list: KSAN KJBS KYA KFRC KGO KSFO KPO KPMC KERN KRE KHSL KIEM KARM KMJ KMYC KYOS KTRB KDON KLX KHUB KLS KROW KVCV KOH KFBK KROY KVEC KQW KGDM KWG KSRO KTKO.

Serutan Expansion

SERUTAN Co., Jersey City (health food, *Journal of Living*), coincident with the return on Jan. 5, 1942 of the *Journal of Living* portion of its account from Ruthrauff & Ryan, New York, to Raymond Spector Co., that city, is planning extensive expansion in both spot and network after the first of the year. Victor H. Lindlahr's *Journal of Living*, half-hour transcribed talks on health which have been aired three times weekly on 12 stations, will be cut to a quarter-hour but will go on five times weekly and five to ten markets will be added. At the same time the talks will be changed to deal only with menus and recipes of certain foods which will tie in with the Government's nutrition defense plans, and will feature an interview with some noted personality. *Journal of Living* was with Spector four years previous to Jan. 1, 1940 when it went to R & R. In addition, Serutan will add 16 NBC-Blue stations to the 34 carrying *Pearson & Allen* Sundays, 6:30-6:45 p.m.

AUDIENCE REACTION

New Tape Method Tells How Program Goes Over

A SERIES OF audience reaction tests based on a method devised by Frank Stanton, CBS director of research, and Dr. Paul Lazarsfeld, of Columbia U, are being conducted by Blackett-Sample-Hummert, New York, on programs sponsored by American Home products. The test employs a running tape device whereby a selected audience, seated at special chairs with buttons marked 'like' or 'dislike', record their reactions to a show as it is being run off.

The moving tape is so synchronized with the presentation of the program that by examining the tape afterwards the agency can trace listener reaction at every point of the show. Idea is to trace weak spots in a given program down to points of origin.

THE ABC OF COMMUNICATIONS

Louis Ruppel Turns Publicity Man Loose to Answer a Little Girl's Query

COMMUNICATIONS as a study topic was a little confusing to Erma Hunt, a pupil of Des Moines' Webster School at least enough so to prompt her to write CBS and ask what it was all about. Louis Ruppel, CBS director of publicity, arose to the challenge and assigned one of his star reporters, Jack Hoins, to explain how broadcast programs are put on the air. Mr. Hoins' letter to little Erma Hunt was published Nov. 5 in the radio column of Mary Little in the *Des Moines Register & Tribune*.

All Kinds of Signals

Something new in radio promotion, with a million-dollar industry pausing to answer at length the inquiry of a child listener, follows:

"Dear Erma: Your teacher probably has told you quite a bit about communications. You communicate with a person when you speak to him. You communicate with a person when you write a letter, send a telegram, or use a telephone. Indians used to communicate with each other by building smoky fires. These they covered with blankets, and by lifting the blankets every few seconds, they could send small and large smoke clouds into the air. One Indian on a hill could communicate with another Indian on another hill by sending these smoke signals.

"Radio communication is almost the same thing. One kind of radio sends short and long sounds which are called dots and dashes. A man pushes a key a little tap, and it makes a dot sound. If he holds the key down a little longer, it makes a dash sound. The key he uses is very much like a telegraph key. You can see these telegraph keys in the Western Union office in Des Moines.

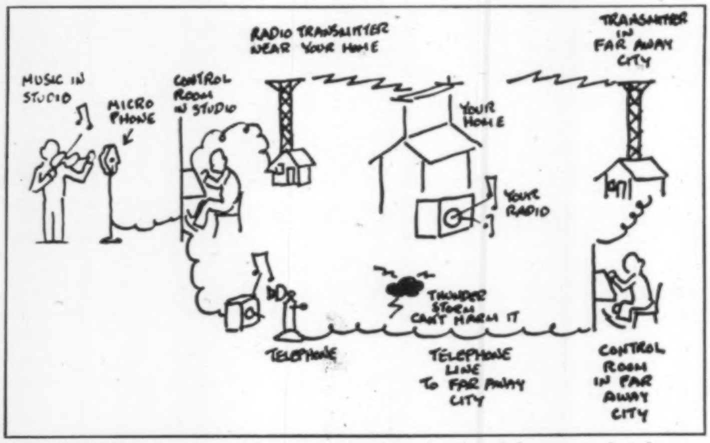
"These dot and dash sounds go through a machine which sends them out on a wire like the aerial on your radio set. They turn into electricity in the air and fly around until they hit another radio wire. If somebody has his radio tuned in, he can hear these sounds, and if he knows what the dots and dashes mean, he can tell what the man with the key is talking about.

The Other Kind

"The other kind of radio is the kind that brings you music and stories like *Let's Pretend*, *The Lone Ranger*, Benny Goodman and other programs.

"The radio you hear in your home works like this (see drawing). People sing, talk or play music into a microphone. From the microphone, the sounds bump into a flat plate and change into electric jiggles that are called vibrations. Then these vibrations go through the engineering controls. The controls make sure the vibrations are not too strong or too weak. If they are strong, they tune them down the same way you make your radio play quietly. If they are weak, they tune them up the way you make your radio play loudly.

"Now these vibrations go out through the sending machine, or transmitter. Then they fly around in the air looking for radio wires like the one outside your house. When they hit these wires, or aerials, they come down into your radio set. The radio set then changes the vibrations back into sound. This comes out of your radio loudspeaker less than a second after it was spoken into the microphone.


RADIO TRANSMITTER NEAR YOUR HOME
TRANSMITTER IN FAR AWAY CITY
MUSIC IN STUDIO
MICRO PHONE
CONTROL ROOM IN STUDIO
YOUR HOME
YOUR RADIO
THUNDER STORM CAN'T HARM IT
TELEPHONE
TELEPHONE LINE TO FAR AWAY CITY
CONTROL ROOM IN FAR AWAY CITY

AND HERE'S the story of communications in visual form—a sketch prepared by CBS' Jack Hoins and sent with his letter to little Erma Hunt, of Des Moines.

Like a Mad Dog

"The reason for this is that electricity travels 186,000 miles in a second. So you can see how quickly a sound from KRNT gets into your radio. If the music is coming from New York or Hollywood or Chicago, it goes through a telephone from one of those cities to Des Moines. Then the telephone line is connected to the microphone we spoke about. And the people at KRNT send it out on the transmitter.

"The reason they use telephone lines is that some things like thunderstorms make a thing called static. Static is like a lot of runaway electrical impulses. When nice, well-behaved radio wave going around looking for wires t bring music into houses, it is li children in the school yard doin exercises. Then a thunderstor static comes along and behaves li a mad dog running among the chi dren in the schoolyard, and scatte them all over the place.

"Static in your radio sounds li eggs frying and scatters all t music and words around so y can't hear them. To prevent a l of this, the radio stations use t telephones from one city to anothe

"They use the same idea bring radio programs from Euro to America. Either a man sends h voice from a radio transmitter he talks over the telephone. If h talks with the transmitter, th radio station in New York gets on a radio set and makes it loude Then it is sent out all ov America. If the man in Euro talks over a telephone, they send out the same way, by radio fro Europe, to America. There are tele phone lines along the bottom of th ocean, between Cuba and Florida.

"I hope this information is wh you want to know about commun cations. If it is not enough, plea write and ask some more que tions."

State Group Organized By New Jersey Stations

OFFICIALS of a majority of the stations in New Jersey, meeting Nov. 28 in Trenton, decided to establish statewide broadcasting policies regarding defense, governmental, charitable and other programs, and eventually set up a statewide regional network. A. Harry Zoog, president of WFPG, Atlantic City, was elected president of the association, which will be known as the New Jersey Broadcasters Assn.

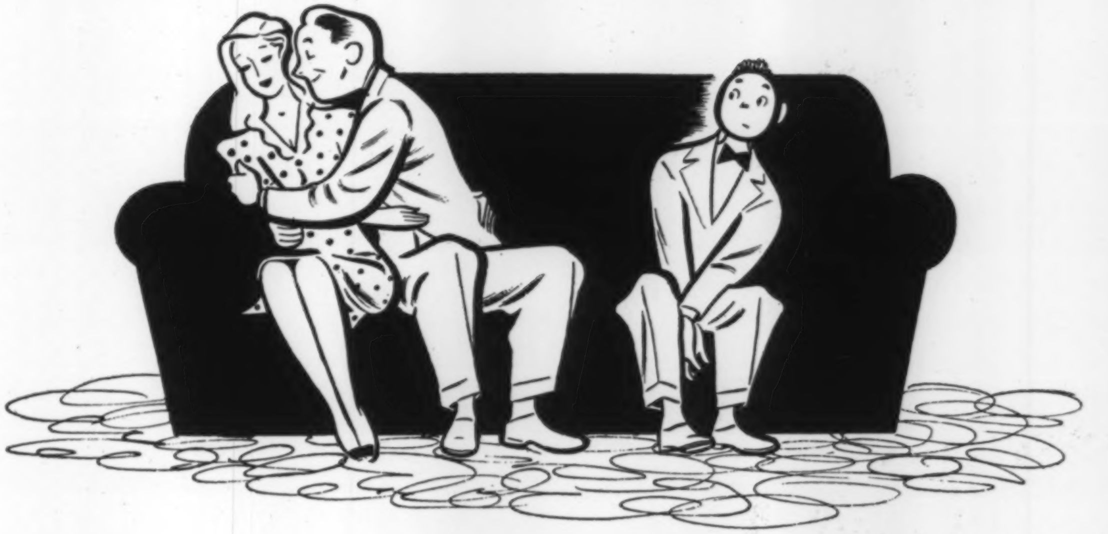
Edward Codel, general manager of WPAT, Paterson, and O. L. Maxey, general manager of WSNJ, Bridgeton, were elected vice-presidents, and Walter Patrick Kelly, of WAAT, Jersey City, secretary-treasurer. In addition to the officers the executive board will comprise John C. Bird, of WCAP, Asbury Park, and WBRB, Red Bank; George V. Kelly, WPAT, Paterson; George C. McGinley, Trenton, and A. B. Schillin, vice-president of WAAT, Jersey City.

Celanese Music

OPERATIC MUSIC will be featured on the new Celanese Corp. of America show to start Jan. 7 on 51 CBS stations, Wednesday, 10:15-10:45 p.m. [BROADCASTING, Dec. 1], according to Young & Rubicam agency handling the account. Jea Tennyson, wife of Dr. Camill Dreyfus, head of the Celanes Corp. and formerly a member o the Chicago Opera Co., will be co-starred with Jan Peerce, of the Metropolitan Opera Co. Geo. Sebastian, one of the conductors o the Metropolitan, will direct th music. An operatic cast, yet to b chosen, will also be featured.

NBC-RED program *Ma Perkin* which came to NBC in 1933, celebrated its ninth year on the air Dec. as a Monday-through-Friday serial Program is sponsored by Procter Gamble Co., Cincinnati, for Oxydo and agency is Blackett-Sample-Hummert, Chicago.

No one is "left out" on Don Lee –



N*o one* likes to be "left out"...third man on a double-date, fifth at Bridge, low man on a totem pole. You can't sell 'em by forgetting about 'em. When you want to sell the Pacific Coast, sell the *entire* coast. Don't forget the important one million families living outside the four major markets. These people are good customers...they don't want to be left out...they have money to spend—barrels of it. Last year their retail sales were over a billion and a half dollars. Incidently you can reach all these people *only* on Don Lee. A Hooper survey taken in ten representative cities in this area* showed the total ratings of Don Lee were nearly twice those of all the other networks combined. In one-third of the areas, 94% of the listeners were tuned to Don Lee. Why?...because reliable long range reception is impossible on the Pacific Coast due to the high mountains surrounding nearly every primary market. Don Lee stations are located in the towns themselves. Make this a Happy New Year for these folks...let them hear your radio program...buy Don Lee and *no one* will be left out.

**Advertisers and agencies write Wilbur Eickelberg, General Sales Manager, for copies of actual survey.*

Thomas S. Lee, President • Lewis Allen Weiss, Vice-Pres. & Gen. Mgr.
DON LEE STUDIOS—5515 MELROSE AVE.. HOLLYWOOD, CALIF.

MUTUAL
DON
LEE

As usual KTAR was there

THE largest organization of its kind in the entire United States was in session. Official Washington was represented by Mr. Clifford Townsend, a former Governor of Indiana, now director of Agricultural Defense Relations for the United States Department of Agriculture. It was the annual meeting of one of Arizona's most successful enterprises, the United Producers and Consumers Co-operative, more than 15,000 strong. Those who had to stay at home missed a lot of neighborly fun, but they didn't miss a word of Mr. Townsend's vital message.

WHY? BECAUSE KTAR WAS THERE!

KTAR
PHOENIX, ARIZONA
Key Station of the
Arizona BROADCASTING CO. Inc.
Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Cleveland Detroit
San Francisco Los Angeles

The ABC OF RADIO IN ARIZONA
★★KTAR-Phoenix 5000 W · 620 KC
★★KVOA-Tucson 1000 W · 1290 KC
★★KYUM - Yuma 250 W · 1240 KC
★★KGLU-Safford 250 W · 1450 KC
★KCRJ - Jerome 250 W · 1340 KC
★KWJB - Globe 250 W · 1240 KC
★KYCA-Prescott 250 W · 1490 KC
★★ NBC RED and BLUE Network Stations
★ Other ABC Stations

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

XAVIER GRIDDERS had their last drill before the game with Georgetown U at a session held in the studios of WKRC, Cincinnati. Coach Clem Crowe (at mike), former Notre Dame football great, staged a blackboard drill that must have been effective inasmuch as Xavier beat the more famous Georgetown club, 14-6. Dick Nesbitt, WKRC-MBS sportscaster, is standing next to Crowe in foreground.

Stahlman's Appeal Is Heard by Court

Decision on Subpoena May Be Issued Within Month

INVOLVING the authority of the FCC to require the appearance of a witness under subpeona at a general hearing such as the newspaper-ownership inquiry, the U. S. Court of Appeals for the District of Columbia last Wednesday heard arguments in the appeal of James G. Stahlman from a District Court decision upholding such power for the Commission.

Appearing before the three-judge court—Chief Justice D. Lawrence Groner and Associate Justices Fred M. Vinson and Henry W. Edgerton—Thomas E. Harris, FCC assistant general counsel, and Elisha Hanson, ANPA counsel, argued the case. A decision is not expected for about a month, probably late in December or early in January.

Authority of FCC

Mr. Harris took flat issue with the position of Mr. Hanson, who has represented Mr. Stahlman, publisher of the *Nashville Banner* and a former ANPA president, since difficulties first arose over his failure to respond to an FCC summons, on advice of counsel, in the opening days of the newspaper-ownership investigation late in July. Mr. Hanson maintained that since the FCC's inquiry itself was illegal, the subpoena became a nullity in the eyes of the law. Mr. Harris argued that the FCC holds unquestionable authority to conduct proceeding of a general nature [BROADCASTING, Oct. 27, Nov. 17].

Holding that the FCC has no authority to consider or lay down any general policy or rule placing newspaper-applicants for radio facilities in a general class, Mr. Hanson declared he would challenge such an inquiry, even if it were authorized by Congress, as violating constitutional rights. He added that the FCC's indication that a principal purpose of the proceedings was to gather material for recommendations to Congress in regard to newspaper ownership and operation of radio stations was "something they dragged in when they found they were going to b challenged on their order (Ord 79)". He held that if the FCC h no authority to lay down su policy or rules, it cannot legal hold a proceeding of the nature the newspaper-ownership inqui looking toward such rules.

Outlining the FCC's stand, M Harris stated that a "determin tion of facts", as were being dev oped in the newspaper hearing, m be needed to determine the pow of the FCC to lay down a polic one way or another regardin newspaper applications. Althoug the FCC cannot take a stand on th matter until the hearings are co cluded, he continued, it may th do any of several things: (1) u the data developed as education background, (2) lay down a defini policy and issue rules, (3) ma legislative recommendations to Co gress, whether or not it decides has the power to issue rules or l down policy.

Swap of WNEW-WOV Brings Program Shifts

AS A RESULT of the interchang of power and frequency by WNEW and WOV, New York, Dec. 1, WNEW has inaugurated a ful schedule on Sundays, heretofore a part-time operations day.

Among the personalities signed by the station for Sunday programs are John B. Kennedy, news analyst, who is presented with well-know guest speakers in a half-hour discussion of timely events; Charles Hodges of the New York U faculty in a quarter-hour commentary; Zeke Manners' hillbilly gang in a full hour session; Kay Lorraine and Jerry Abbott singing on separate programs with Merle Pitt's orchestra, and remote dance pickups from New Jersey and New York clubs.

WNEW's daily *Dance Parade* starts Sundays at 9 p.m. and continues to 1 a.m., at which time the well-known *Milkman's Matine* takes over until 7 a.m. Six new periods also are presented durin the day.

THE EIGHTEEN basketball doubleheaders scheduled in Madison Squar Garden this winter season are agai being covered in part by CBS, wi Mel Allen doing a quarter-hour pla by-play, 11-11:15 p.m. each night a game. Season started Nov. 19 a extends through the end of the Invit tion Tournament in March.

GENCY *Appointments*

CILANA Inc., Brooklyn (Cocilana Nips), to Lester Harrison Assoc., Y. Radio to be used.

NDSTROM HAT STORES, San Fran-, to Theodore H. Segall Adv. Agency, Francisco. Radio to be used.

TIONAL ASSN. OF BEDDING MFRS., icago (bedding promotion), to Wallace-deman, Grand Rapids. Radio to be used.

VER BROS. Ltd., Toronto, Canada nlight Soap), to Ruthrauff & Ryan, w York. English and French programs nned.

ADERS DIGEST ASSN., Pleasantville, Y. (*Selecciones del Readers Digest*), the Buenos Aires office and the Latin erican division of J. Walter Thompson, New York for promotion in Latin erica. Plans not yet formulated.

HARLES ENEU JOHNSON & Co., iladelphia (ink), to Benjamin Eshel- Co., Philadelphia.

C CREDIT Co., Philadelphia (personal ns), to Solis S. Cantor Adv. Agency, iladelphia, to handle advertising for its ces throughout Pennsylvania.

TRASH FOOD PRODUCTS, Los Ange- (canned foods), to Erwin, Wasey &, that city. Advertising plans in forma- stage.

ASTA WATER Co., San Francisco arkling water) to Brisacher, Davis & f, San Francisco.

HNSTON & MURPHY, Newark (men's es), to Charles Dallas Reach Co., New-. Plans not yet formulated.

ROLAX Co., New York (proprietary) Chas. W. Hoyt Co., N. Y. Said to use dio.

NT PRODUCTS Co., Chicago (coffee ker, jewelry), to Simons-Michelson Co., troit. Has national distribution and uses radio.

AIROL Inc., Stamford, Conn., to Grey v. Agency, N. Y.

HILL FOOT CLINIC, Los Angeles, Foothealth Adv. Alliance, Los Angeles.

RABEE FLOUR MILLS Co., Kansas ty, to Potts-Turnbull Co., Kansas City.

ARS ROEBUCK & Co., Chicago, to he, Williams & Cunnyngham, Chicago.

RSONAL PRODUCTS Corp., Milltown, J. (Loress Cleansing Tissues), to Wil- Esty & Co., N. Y. Plans not yet mulated.

NO COMMERCIALS
Textile Firm Bases Show on Goodwill Theme

ESTURE of support by Calla-y Mills, LaGrange, Ga., one of e largest textile manufacturers the South, in buying a weekly ur on WLAG when that station k the air, has developed into a ique program on which no adver-ing for the company is aired. hen the series started, musical d other entertainment groups of e Callaway recreational depart-ent were used on the air. Re-nse was so favorable that the laway executives, recognizing its odwill potentialities, decided to aden the scope of the program. Now the Callaway employes con-trate on one program monthly ile the others are used by civic ups, churches, educational insti-ions using their own talent. Ex-itation of events connected with use of cotton are heard but the nsors products are never men-ned. The program carries only mention of the sponsor, a sim- introduction "This is the Calla-y Mills Hour". Completion of a 0,000 auditorium is expected rtly at the mills and then the grams will originate from there.

KMOX
"pass friend"

and KMOX is army escort for a 107-county audience!

KMOX was first in the country to follow the boys into the army and give their families the inside story of life at camp.

Now in its thirty-fifth week, "Youth Answers the Call" gives KMOX listeners a close-up picture of everything from meals . . . to maneuvers . . . to morale. As told by those who know army life best—the draftees.

This half-hour series is typical of the KMOX brand of showmanship. It is this knack for building attention-holding programs that has won KMOX a "pass friend" welcome in the rich St. Louis market. Among listeners *and* advertisers alike.

KMOX

THE VOICE OF ST. LOUIS • 50,000 WATTS

Owned and operated by CBS. Represented nationally by Radio Sales: New York, Chicago, Charlotte, San Francisco, Los Angeles

ASSIGNED to the radio division of the public relations office at district headquarters in Boston, Colton G. Morris (right), since 1938 special events director and news editor of WBZ-WBZA, Boston-Springfield, is sworn in as a lieutenant (j. g.) in the Naval Reserve by Commander J. H. Keffe, assistant personnel officer of the First Naval District in Boston.

Federal Life Test

FEDERAL LIFE & CASUALTY Co., Newark, which has been using WEVD and WINS, New York to promote its health and accident insurance, has started a 13-week test campaign on WMCA, that city, of six five-minute programs weekly, Monday through Saturday, 6.20-6:25 stressing for the first time the hospitalization aspect of the company's services. If test is successful it will "probably be expanded to a national radio account", according to Furman & Feiner, agency handling the account.

WDRC's 19th BIRTHDAY FETE

Doolittle Leads Station's Observation, Along With Several Veteran Employes

MESSAGES of congratulation are pouring in this week to WDRC, Hartford, which celebrates its 19th birthday Dec. 10. WDRC has set aside the entire week for the celebration, and will now use with its call letter identification on station breaks the phrase "now in its 20th year of continuous broadcasting."

Scores of messages were received by General Manager Franklin M. Doolittle, founder of WDRC. The station, founded Dec. 10, 1922, joined CBS in 1930.

Veteran Employes

A. Martino, chief engineer, has been with the station since it was founded, while Walter B. Haase, program manager, has been with WDRC 17 years. William Malo, commercial manager, has been connected with the station nearly 12 years, and Educational Director Sterling V. Couch joined more than 13 years ago.

"It has been my good fortune," Mr. Doolittle said, "to have associated with me a loyal and enthusiastic staff, and it is principally to them that the growth of this station is due. Nineteen years is a long time, but broadcasting still is a young business. There are many problems ahead. WDRC pledges itself to tackle these problems in the interest of better radio for Hartford and Connecticut."

W65H, FM outlet owned and operated by WDRC, was the first FM unit to be licensed after Major Edwin H. Armstrong's Alpine, N. J. W2XMN went on the air. Mr. Doolittle participated with Major Armstrong in many early FM experiments.

William S. Paley, president of CBS System, also sent a message of congratulation to WDRC. "On behalf of CBS," he said, "I want to extend heartiest congratulations to WDRC as it begins its 20th consecutive year of broadcasting. I am very happy to note, too, that for more than half this period, WDRC has been the voice of the Columbia network to the people of Hartford.

"Your 19 years of service make you not only the first station in Connecticut, but one of the pioneers of broadcasting in the United States."

Philadelphia Video Count

CHECK-UP of television sets in use in the Philadelphia area by Philco reveals there are about 500 sets in actual operation in the city and suburban areas. Philco engineers estimated there were only 300 sets in operation when the company's WPTZ started commercial television Sept. 1. It is also estimated the 500 sets represent an audience in excess of 2,000.

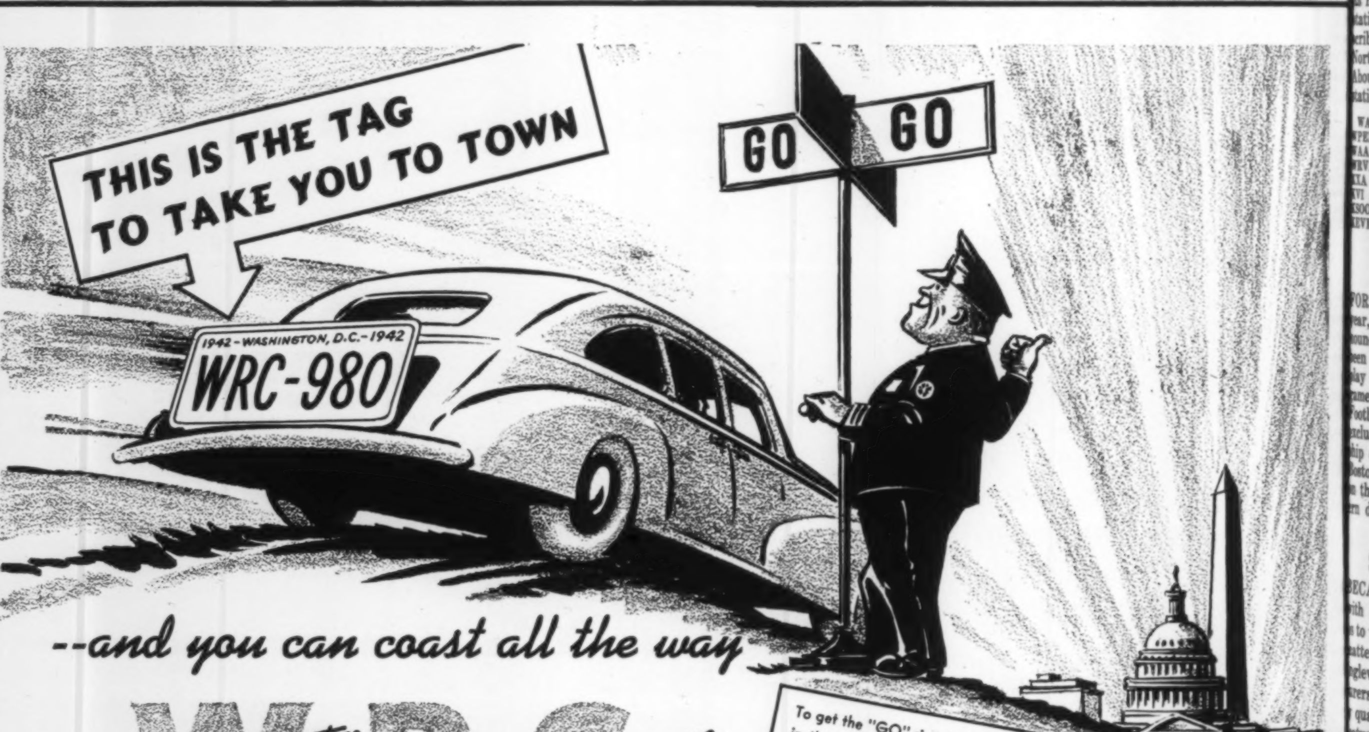
EMILY HOLT VISITS WEST COAST AFRA

EMILY HOLT, national executive secretary of the American Federation of Radio Artists, flew to California last week for a visit to the union's Hollywood and San Francisco locals. Visit was described as "routine", to clean up a number of problems, particularly in San Francisco, where the AFRA chapter has had no executive secretary for some time.

Mrs. Holt was expected back in New York by the first of this week, although there was a possibility that she might delay her return a few days to stop off at some other cities on her way back East. One such stop-over might be made in Fort Worth and Dallas, where the multiple-ownership situation is reported to have hampered progress of AFRA toward securing contracts from the stations. Union has considered protesting to the NLRB, but no such action has yet been taken.

Gewn De Lany has resigned as executive secretary of the Detroit AFRA local and has gone to Hollywood to resume her career as a radio actress, according to AFRA headquarters in New York. Clyde Nutten, Detroit attorney, is the new Detroit executive secretary.

Union also reports that a wage increase has been secured for staff announcers at WRC and WMAL, NBC M & O stations in Washington. When the contract covering these stations was signed with NBC several years ago, provision for reopening at this time was made.


THIS IS THE TAG TO TAKE YOU TO TOWN
1942 - WASHINGTON, D.C. - 1942
WRC-980
GO
GO
--and you can coast all the way
WRC
Washington Radio Coverage
N. B. C. RED NETWORK

To get the "GO" sign for your product in the rich Washington Market, "tag" your program for 1942 with "WRC 980". It will take you through without a stop, give you the right-of-way.

Represented Nationally by NBC Spot Sales Offices in Washington, New York, Chicago, San Francisco, Boston, Cleveland, Denver and Hollywood.

George A. Burns Named As Manager of KXFM

IN A GENERAL reorganization of station personnel recently effected by KFXM, San Bernardino, Cal., George A. Burns, sales promotion manager since 1934, has been made general manager. Appointment was announced by J. C. and E. W. Lee, owners, who formerly managed the station. With KFXM a Don Lee-Mutual Broadcasting System affiliate, the Lee brothers stated that they will devote their entire time to national and network affiliations business and general public relations work. Before joining KFXM, Burns was associated with various Pacific Coast stations in a specialty capacity. Prior to that he was in the advertising and sales promotion field in New York and other metropolitan cities.

Mr. Burns

With the reorganization Maurice Froman has been appointed station commercial manager. Bill Thompson heads the sales promotion department, with Howard Eichly as office manager. Lowell Smith is program director and Paul Lynde, chief announcer. Richard Sampson is chief engineer.

Perfume Campaign

COMPAGNIE PARISIENNE, San Antonio (perfume) recently started its regular winter campaign on 40 stations, using five-minute transcribed programs daily. Agency is Northwest Radio Adv. Co., Seattle. About 50 more are to be added. The station list:

WAIT WPRO KFBK KYA KGHL
WPEN WMIN KFVD WPIC WBAL
WAAF WIBC KMPC KQW WORL
WRVA WCFL KLX WHAS KSL KMA
IA KINY KHQ KFEL KVOR KFEQ
KVI KRKO KJBS KGGF KSEI KWJJ
KSOO KXOK WDEL WGAN WHO KIRO
KEVR

Gillette Pro Grid

FOR THE SECOND successive year, Red Barber, noted sports announcer of WOR, New York, has been selected to handle play-by-play of the championship play-off game of the National Professional Football League, to be broadcast exclusively on MBS under sponsorship of Gillette Safety Razor Co., Boston. The game will be played on the home grounds of the western division Dec. 21.

Sponsor Transfers

BECAUSE of policy differences with CBS West Coast executives as to what constitutes controversial matter, Presidential Silver Co., Inglewood, Cal. (trophy manufacturers), on Dec. 2 shifted its weekly quarter-hour commentary series featuring Eugenia Clair Flatto from KNX, Hollywood, to KHJ, that city. New contract, placed direct, is for 13 weeks. Controversy, according to Mrs. Flatto, arose over suppression of a broadcast titled *Hitler Cannot Conquer Russia*, which was based on the book by Maurice Hindus.

How to Listen

A COLLEGE COURSE in radio listening has been instituted at Pennsylvania State College. Declaring that the education of people to be more discriminating radio listeners is "highly imperative" in a democracy, the course of study was introduced by Raymond W. Tyson, instructor in public speaking at the college. In announcing the study, he urged that public schools and colleges give phone, amplifier, and an extra more courses in radio and provide equipment necessary for presentation of such courses of study. All that is needed, he said, is a microclassroom, where the broadcasters can be heard unseen.

KPAS Appoints King And Akerman to Posts

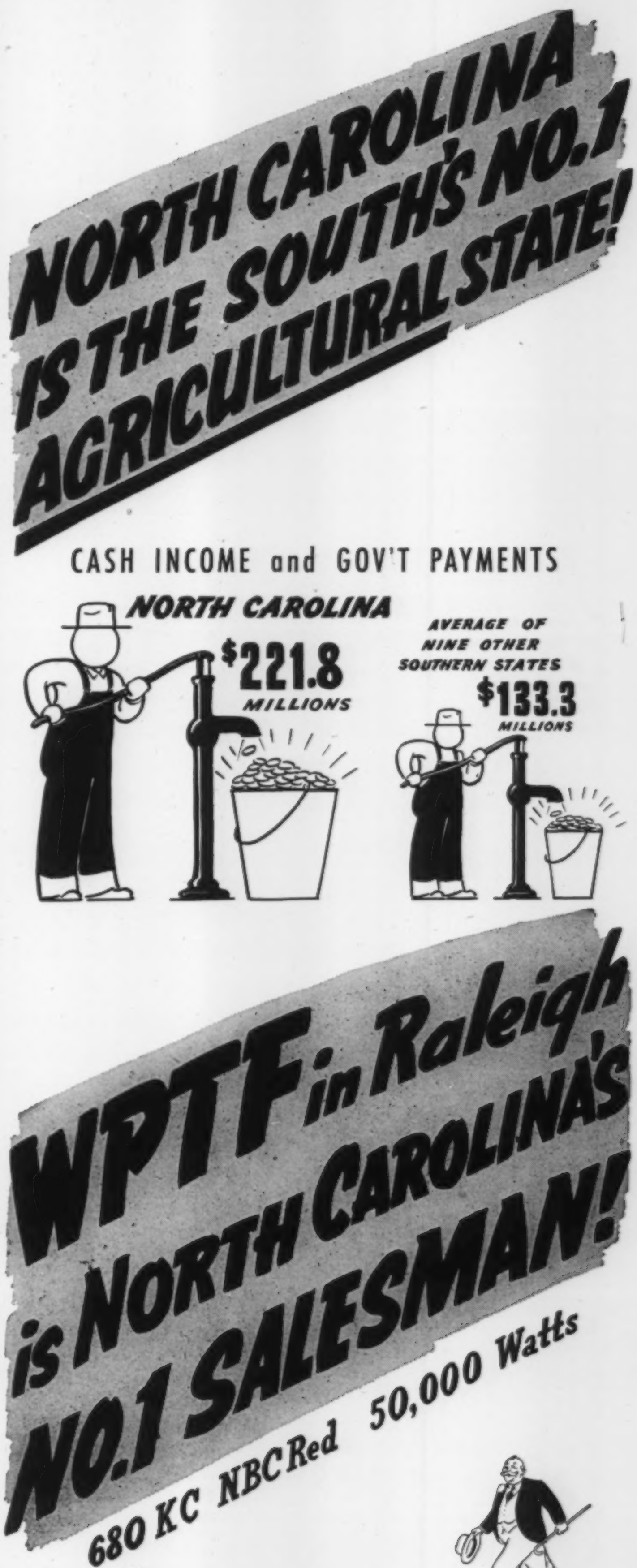
J. FRANK BURKE, president of Pacific Coast Broadcasting Co., in announcing Loyal K. King and John L. Akerman as general manager and commercial manager respectively of the new KPAS, Pasadena, Cal., last week stated that the 10,000-watt fulltime station on 1110 kc. expects to get on the air by Dec. 15. Western Electric equipped, studios will be located in the Huntington Hotel, that city, with transmitter at El Monte, Cal.

Mr. King, new to radio, was one time business manager of the *Santa Ana* (Cal.) *Register*, and prior to that associated with East Coast newspapers. Mr. Akerman formerly operated his own Los Angeles agency. Before that he was for 23 years affiliated with various newspapers and publications. Mr. Burke, one time publisher of the Santa Ana newspaper, with his family controls KFVD, Los Angeles. He is 87.5% common stockholder in KPAS. Other common stockholders have less than 2%. All stockholders, except Mr. Burke, hold a varying amount of preferred stock [BROADCASTING, Sept. 15]. Construction permit for KPAS was granted last Sept. 9.

Radio Club Moving

RADIO EXECUTIVES CLUB, of New York, starting Jan. 7 will change its luncheon-meeting quarters to the Empire Room of Hotel Lexington, it was announced at last Wednesday's regular meeting. Prices will continue as before, with $1 for members and $1.50 for nonmembers. Members of the MBS sports staff headed by Tom Slater, director of special events, and Don Dunphy, sports announcer, addressed the group. Visitors included Gunnar Wiig, WHEC, Rochester; Alec Moss, advertising manager of Paramount Pictures; J. E. Mason, WJTN, Jamestown, N. Y., and Earl Thomas, McKee & Albright, New York.

KEYSTONE BROADCASTING Sysetm, transcribed network service has moved its Hollywood program division to 6331 Hollywood Blvd., that city. Telephone is Hempstead 0460. Sidney J. Wolf, Chicago secretary-treasurer was on the West Coast during early December.



NORTH CAROLINA IS THE SOUTH'S NO. 1 AGRICULTURAL STATE!
CASH INCOME and GOV'T PAYMENTS
NORTH CAROLINA
$221.8 MILLIONS
AVERAGE OF NINE OTHER SOUTHERN STATES
$133.3 MILLIONS
WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!
50,000 Watts
680 KC NBC Red
FREE & PETERS, Inc., National Representatives

Radio Monitoring Test For FCC Announced

ANTICIPATING additional expansion of the FCC monitoring staff in connection with national defense, the Civil Service Commission last Monday announced an examination for "radio monitoring officers", positions paying from $2,600 to $3,200 annually. Radio monitoring officers are assigned to FCC monitoring and direction-finding stations, and their functions include investigating complaints alleging subversive uses of radio.

No written test is to be given for the positions, and applications may be filed with the Civil Service Commission, Washington, D. C., until June 30, 1942. A copy of the announcement and application forms may be secured from local post offices.

BERYL VAUGHAN, of the cast of CBS *Romance of Helen Trent* in Chicago, is the author of a book, *Little Racketeer*.

KMO Staff Changes

IN A REALIGNMENT of production personnel, Ted Knightlinger, formerly news editor and more recently of the Army public relations division, has been appointed program director of KMO, Tacoma, Wash., according to Carl E. Haymond, general manager. He succeeds Charlie Foil who resigned to join KTKC, Visalia, Cal., in a similar capacity. Knightlinger has been on active duty as public relations officer for the State of Washington Selective Service. Billie Barnes, formerly Hollywood dramatic actress, has joined the station as woman's program director. New announcers are Verne Sawyer, formerly of KOL and KJR, Seattle, and Bruce Calhoun, formerly of WDGY, Minneapolis.

RUDY VALLEE, veteran radio star, singer and m.c., currently on the NBC-Red Sealtest program, is planning this winter to start the interesting task of copying on microfilm and of indexing his voluminous records, souvenirs, clippings, scripts and correspondence.

MBS Bowl Games

EXCLUSIVE football broadcasts on Mutual at New Years starts Dec. 27 when MBS carries a description by Bob Elson, sportscaster of WGN, Chicago, of the North-South All-Star game from Montgomery, Ala. On Jan. 1, 1942, Gillette Safety Razor Co., Boston, will sponsor on MBS both the Cotton Bowl game from Dallas, with Don Dunphy at the microphone, and the East-West All-Star game from San Francisco to be described by Ernie Smith and Mel Ventor.

CLARA, Lu, and Em (Helen King, Harriet Allyn, Louise Mead), have been signed by Biggie Levin, Chicago talent scout, and are being offered as a daytime serial package show. The trio was sponsored for a number of years by Colgate-Palmolive-Peet Co., Jersey City, for Super Suds on NBC-Blue. Harriet Allyn replaces the late Isabelle Carrothers, the original Lu since the team organized while they were students at Northwestern U in 1926.

FROM RAID SHELTER
MBS Covers Mock Attack From Armco Structure

WAILING sirens and other air-raid sounds were the background of a recent MBS feature built around a mock impending raid. The broadcast was originated by WCMI, Ashland, Ky., from within a real air-raid shelter erected for demonstration purposes by the local plant of American Rolling Mills Co. Participating in the program, grouped around the WCMI microphone, were (l to r) Jim Shelton, of the WCMI special events staff; Bennett Chappell, assistant to the Armco president; John Wymer, also of the special events staff.

NO ADMITTANCE
TO
AFTER
WCMI

Complete in every detail, the Armco shelter contains first aid and surgical equipment, cooking facilities and food, stretchers, and even a pick and shovel. The sign behind the trio reads: "No admittance to shelter after second raid warning". Just about now, the shelter has been dismantled and is on its way to the war zone in England.

North Carolina Regional Is Fourth Within a Year

MARKING the fourth new station to be granted this year in North Carolina—all with the status of 1,000-watt regionals — the FCC last Wednesday issued a construction permit for new facilities in Washington, N. C., on 930 kc.

Permitee is the Tar Heel Broadcasting Co., 51% owned by W. R. Roberson Sr., president of the local Dr. Pepper Bottling Co. and part owner of a hardware concern, with B. W. Frank, assistant manager of WEED, Rocky Mount, N. C., a 24.5% stockholder. The balance of the stock is held by W. R. Roberson Jr., at the present time a bookkeeper for his father. Washington, 20 miles east of Greenville, has a population of about 7,000.

Earlier in the year 1,000-watt stations had been granted in North Carolina to WBBB, Burlington, daytime on 920 kc.; WAYS, Charlotte, on 610 kc.; and WGB Greensboro, on 980 kc.

Reuters on WSPD

WSPD, Toledo, is now using the dispatches of Reuters, British news agency, in addition to those of the United Press and International News Service. The station began using the British service Nov. 1 immediately after contracts were signed. All newscasts are now under the direction of Joe Uebelhar who has been named news editor, in which capacity he supervises WSPD's seven daily newscasts presented by three regular newscasters and himself.

WHAM
LAKE ONTARIO
LAKE ERIE

THERE ARE 18 *Santa Clauses* IN WHAMland

Throughout WHAMland,* mothers are bundling up their children to take them to visit Santa Claus—in the bustling department stores of the 18 trading centers in WHAM's primary area. WHAMland folks are buying for a Merry Christmas.

That's the bonus coverage WHAM gives you; not just Rochester, nor Rochester's trading area, but seventeen others—all at approximately one-third the cost of localized coverage of the same area. Here in this prosperous forty-three county primary area WHAM's 50,000 watt, clear channel signal is dominant. Here WHAM programs are family stand-bys. Here WHAM is your best buy.

*WHAM 43 county primary area
and its 900,000 homes.

WHAM
Rochester, N. Y.

National Reps.: George P. Hollingbery Co.
50,000 Watts . . . Clear Channel . . .
Full time . . . NBC Blue and Red Networks

"The Stromberg-Carlson Station"

SYNONYMS FOR SERVICE

"Everyday Office Tool" • "Reference Edition" "Desk Directory" • "Encyclopedia of Radio" "Year-Round Advertising Medium" • "Handbook of Radio Advertising" • "Industry Answer Book" "Buyers' Guide" • "Bible of the Industry"

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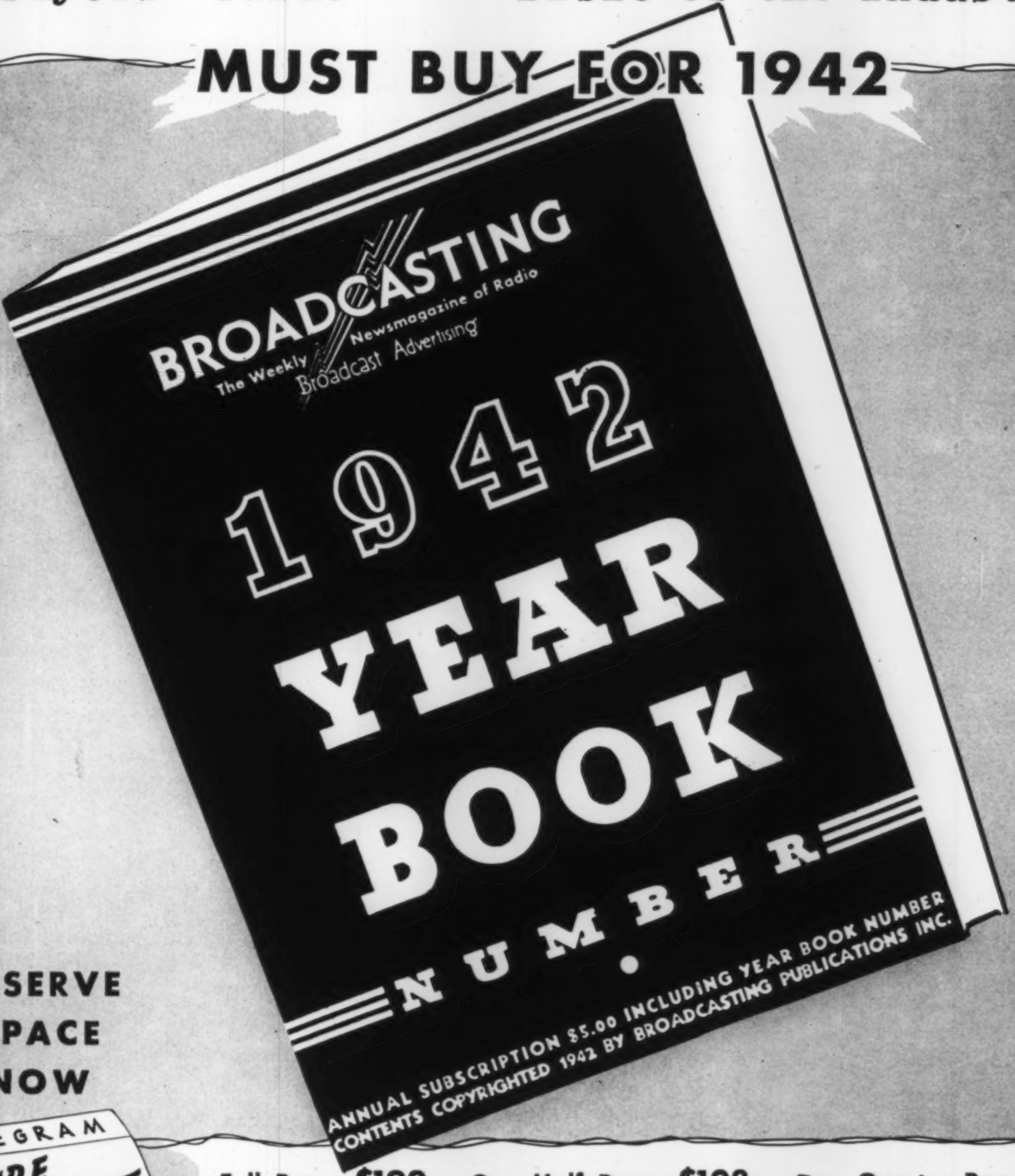
BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising
1942
YEAR
BOOK
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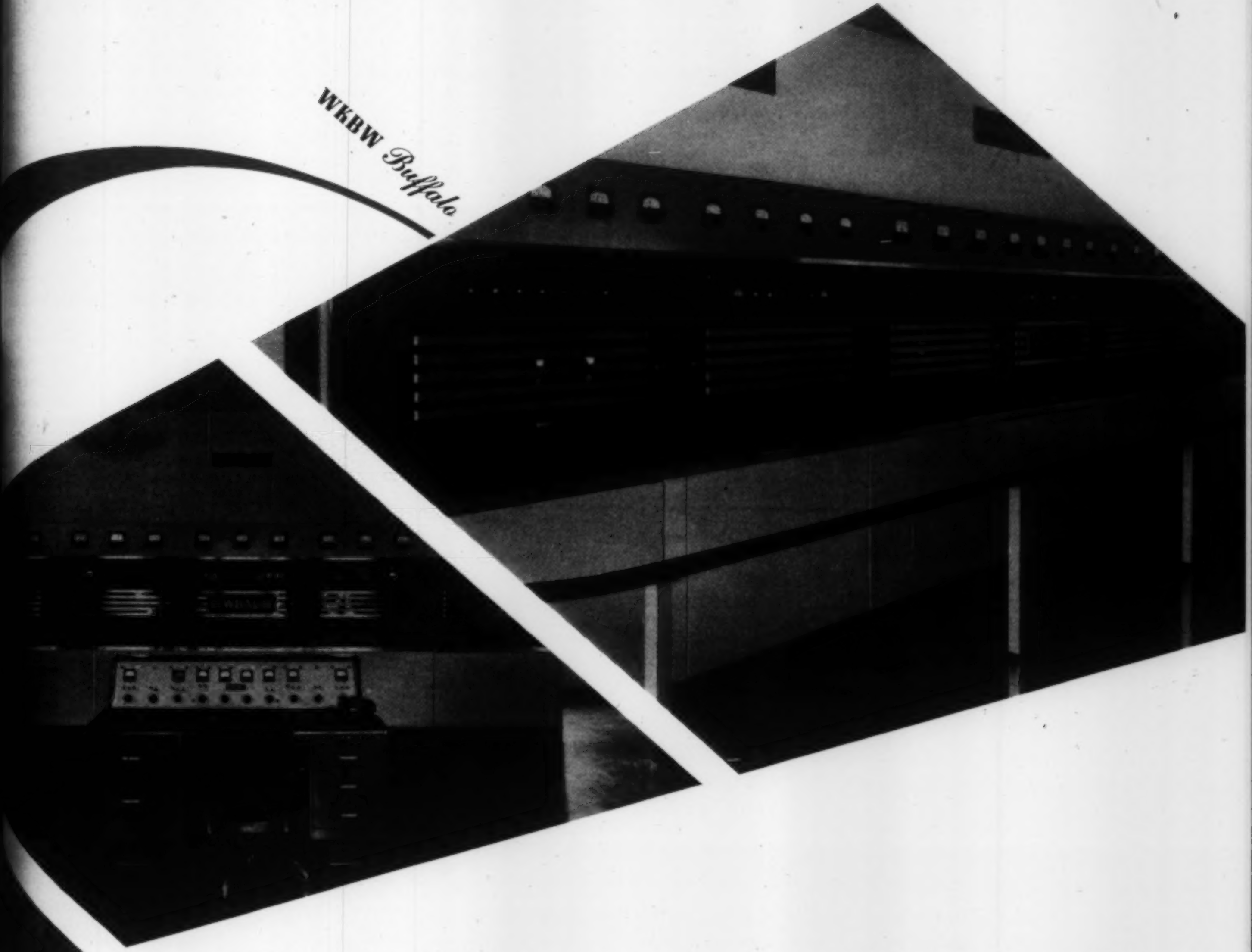


For new light on today's 50,000-watt transmitters, look at WBAL, WPTF, WKBW, KDKA, or WBZ.

In each of these stations you'll find a Westinghouse 50-HG. This is the broadcast transmitter, introduced by Westinghouse in 1940, that brought about a drastic revision in the standards by which this type of equipment is judged.

What happened?

Westinghouse, applying knowledge accumulated over many years of radio and diversified electrical experience, brought a fresh viewpoint to bear on transmitter design. Out went the clutter of tanks, pumps, piping, and coils required for water cooling. In came air-cooled tubes for all stages. Down went operating costs, with 115 kw input for average modulation as against 135 kw and 143 kw respectively for previous types of 50 kw transmitters. And along with these operating advantages came a new attractive streamline design of seven matched cubicles housing the various units of the complete 50,000-watt set.

That's why we say "Keep an eye on these stations."

OPERATING ADVANTAGES
OF THE 50-HG TRANSMITTER

- Air-cooled tubes in all stages
- Extremely low operating costs
- Metal rectifiers throughout, except main high voltage rectifier
- Inductive neutralization of the power amplifier
- Equalized feedback
- Compressed gas condensers
- Complete elimination of fuses
- Spare rectifier tube at operating temperature
- Ease of adjustment
- Unit construction throughout
- Full automatic control
- Relatively low plate voltages
- Conservative operation of all tubes

J-08042

Westinghouse

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager ● BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor ● W. R. McANDREW, News Editor
NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
Subscription Price: $5.00 per year—15c a copy • Copyright, 1941, by Broadcasting Publications, Inc.

FM–Pre-War Baby

ANY IDEA THAT FM development would be stopped in its tracks by the war emergency certainly has been dispelled by events of the last few weeks. There have been a half-dozen dedications of FM stations during the last several weeks, topped off last week by the inauguration of service by New York's first fulltime commercial FM station, W71NY, under the ownership auspices of WOR, one of the nation's preeminent broadcast institutions.

There isn't even any indication that FM development has bogged down, despite defense, priorities and other seeming dislocations which inevitably accompany a war economy. Actually, FM as a full-blown commercial service, offering improved fidelity, is born even before World War II has engulfed the New World. Standard broadcasting had its onset as an aftermath of World War I.

Today there are a score of FM stations in full commercial operation in 15 cities. Another 40 are under construction. Some 50 applications are pending. There would be still other stations on the air were it not for Order No. 79 of the FCC, which has relegated two-dozen applications into the pending file because their sponsors are identified in one way or another with newspapers.

Real impetus was given FM by the W71NY dedication. It marked also the establishment of a special commercial network, linking seven eastern stations, with four accounts sponsoring the program on a one-time basis. Of greater future significance was the fact that the hookup was effected by direct radio pickup, foregoing use of wire-lines. It was done without noticeable impairment of quality.

Maj. Edwin H. Armstrong, distinguished inventor and the father of FM, has seen the first practical phase of his prediction realized. Overcoming almost insurmountable obstacles, he has witnessed what he said in 1935 would be an actuality once the experimental restriction was lifted.

FM receiving set production, according to industry statistics, has reached 1,500 per day, and is being stepped up gradually so it will cross 2,000 by the first of the year. There are about 100,000 sets in use, segregated largely along the eastern seaboard and in the Chicago area. This is a far cry from the 51,000,000 standard broadcast receivers in use, but it's still swift development.

This year some 10,000,000 standard broadcast receivers have been sold. Even if OPM knocks down the 1942 output some 30% there will still be in the neighborhood of 3,000,000 sets manufactured. Manufacturers, it seems likely, will be disposed to produce combination FM-AM receivers because of increasing demand and because of the greater (though not inordinately higher) retail cost per unit. Even if only one-third of the 1942 models are adapted for FM, there would be a 1,000,000 set production.

So, barring unforeseeable developments, and that's looking at the war almost at its worst, FM doesn't approach 1942 with trepidation. Radio having proved its ability to sell goods, is doing a respectable job of selling "staticless" radio wherever it hits the air.

Hang That Hang-Over

IN MID-JANUARY, the House Committee on Foreign & Interstate Commerce plans to begin hearings on legislation to rewrite the Communications Act of 1934, statute under which the industry is regulated—or better, perhaps—misregulated.

The Sanders Bill pending before the committee will serve as the vehicle for what is destined to be a full-scale inquiry into the industry, the FCC and all things pertaining to radio. This bill already has drawn fire in industry quarters. Some groups see in it a "joker" here and a veiled threat there.

No one contends—not even Rep. Sanders himself—that the bill is perfect. There never was a piece of major legislation introduced, within our knowledge, that ran the legislative gauntlet without substantial change. Radio's legislative history in recent years has been anything but tranquil, and it's safe to predict that the Sanders Bill will get the fine-tooth-comb treatment.

Time is getting short. It is evident now that the only industry-wide relief foreseeable is through a new expression from Congress as to its intent. It probably is foolhardy to think that any new statute will be less rigorous than the existing law, enacted in 1927, and absorbed virtually in toto in the Communications Act of 1934. But there's an excellent gamble that an even more stringent statute will on the long-haul be more desirable if it clearly delineates the limitations of the FCC (or its successor), and eliminates the experimentation and guesswork that has caused so much havoc and unrest in the industry during the last few years.

Speaker Sam Rayburn is quoted as having told highest Administration officials that he regarded the existing Communications Act as a good law—one of the best Congress ever has enacted. The fault, he has insisted, has been in the men who have administered that statute, and have read into it meanings and authorizations never in the minds of the men who drafted the measure originally.

The industry should roll up its sleeves and get behind new legislation when the hearings get under way in January. If the Sanders Bill is faulty, then let's say so, and in what particulars. Let's get a law through that will safeguard the public against the excesses of the industry, if that be necessary. And at the same time let's have Congress tell the licensing authority just how far it can go, so the industry can adjust itself along lines of greatest stability. Only in that way can radio get rid of what has been a regulatory hangover 365 days per year.

The RADIO BOOK SHELF

OPERA, because of radio, has bcome a necessity rather than a luxury and that's the story behind *The Opera, Its Creation & Performance: 1600-1941*, by Wallace Brockway and Herbert Weinstock (Simon & Schuster, New York, $3.75). Authors of the 1939 success, Men of Music, they trace the development of opera and show why it has become the most popular branch of music. List of recommended recordings is included.

The Political Gong

IN WHAT it describes as an effort to clarify the political section of the law, the FCC has published a new definition of what it regards as a "legally qualified candidate" for public office. The revised definition [see Dec. 1 issue] appears to broaden the concept considerably by embracing not only candidates for a public office who may be nominated but any person "who has publicly announced that he is a candidate for nomination" for public office.

The full impact of this amplified definition will not be felt until primary campaigns get under way in some States this Spring. There will be literally thousands of "publicly" announced candidates for offices from dog-catcher to governor. The entire House of Representatives will be elected next November, along with on-third of the Senate. Thousands of town, city and State officials will be elected.

Broadcasters should determine *now* what they intend to do about allocations of time for politics within the boundaries of the new FCC definition. It may prove expedient in many instances for stations to announce in advance that they will not sell time to any candidate for any office prior to the primaries or before the actual party nominations. On the other hand, stations may decide to allocate just so much time for such broadcasts, on what amounts to a first-come first-serve basis. If the latter is done, such a policy should be well publicized in advance so there wont be any come-back.

The new political definition opens the doors wider than ever before. Yet most broadcasters, if precedent means anything, won't realize what has happened until the "announced candidates" begin clamoring for time. They should prepare now, by establishing policies.

We Pay Our Respects To —

BERNICE JUDIS

BERNICE JUDIS came to radio "cold." Her first and only job has been with WNEW, which she joined in 1934, at the station's start, as general assistant, a position brought about through a family friendship with the owners of WNEW.

Ask her what were her duties during the first few months at WNEW and she'll likely tell you that she filled inkwells. But actually she helped write copy, lent a hand in the business office and occasionally tried her hand at closing a sale.

Less than a year after joining WNEW she was made general manager, but managing WNEW was not much of a job at that time because the station then was an unimportant part of the New York radio scene.

Not handicapped with a previous knowledge of the radio business, Bernice Judis started with some ideas of her own. Having been a listener at home she felt that the great audience of home women were sated with the "tune in again tomorrow and learn if Gwendolyn's sweetheart really ran off with her best girl friend" soap operas of daytime radio. Against the verbiage of the network script serial shows Manager Judis tossed music and more music, and suddenly the ratings of WNEW's record shows of lively popular music began to climb upward.

In this fashion came about the birth of *Make Believe Ballroom.* So, too, came about the birth of WNEW's now famous *Dance Parade* program—hour after hour of popular music. This also explains why WNEW scheduled a *Carnival of Swing*, featuring the leading sweet and swing bands of the day, which drew 45,000 fans into the stadium at Randall's Island and was a Page One event in newspapers.

One example of her astute judgment is outstanding. Over the objection of her staff she conceived the all-night broadcasting idea and signed a young announcer named Stan Shaw to stay on the air through the wee hours to entertain New York's night owls with request tunes. Today the *Milkman's Matinee* is one of radio's valuable program properties, and all the stations which laughed at WNEW for its pioneering effort are now on the air with all-night programs.

Possessor of imagination, showmanship and dollar sound business instinct, and attractive in appearance, Bernice Judis was born Dec. 2, 19??.* She attended private schools in New York City before entering the business world at WNEW.

Managing WNEW is a job she loves. She tolerates none of the rigamarole of big business. The doors of her office are open at all times to everyone on her staff and quite frequently she startles the WNEW personnel by calling them on the telephone at 2 and 3 in the morning to get reaction to an idea on which she could not sleep.

A hint of what is to come can be gleaned from WNEW's recent departure into the live-talent field. In the past few months the station's program schedule blossomed forth with important network names. Today WNEW carries John B. Kennedy's discussion of the news, Bob Considine and Eddie Dooley on sports, Kathryn Cravens interpreting *News Through a Woman's Eyes.*

---

* *Woman's Prerogative.*

Berthold M. Nussbaum

BERTHOLD M. NUSSBAUM, 54, vice-president of Lambert & Feasley, New York, died Dec. 1 of a heart attack at his home in New Rochelle, N. Y. Mr. Nussbaum, also president and director of the Canton Glass Co., Marion, O., operated his own advertising agency, United Adv. Co., prior to joining Lambert & Feasley in 1930.

Personal NOTES

EDWARD McCALLUM has resigned as commercial manager of KUTA, Salt Lake City, to become a partner in the advertising agency of J. Ed Snyder & Associates, that city. The firm name has been changed to Snyder-McCallum Adv.

CARL CRONIN, formerly with the *Oakland* (Cal.) *Tribune*, has joined the sales staff of KLX, that city.

MERRILL INCH, formerly commercial manager of KOH, Reno, has joined the Seattle office of KINY, Juneau, Alaska, as national sales manager.

ROBERT KELLY, formerly program manager of W45D, FM adjunct of WWJ, Detroit, has been named public relations director of both WWJ and W45D by W. J. Scripps, general manager of radio for the *Detroit News*.

WALTER ERWIN JAMES, formerly an assistant to the Secretary of Commerce, assigned to the Division of Administrative Management, has been appointed secretary to FCC Commissioner Clifford J. Durr to replace J. R. Maumenee, now on active duty with the Army at Kelly Field.

THOMAS F. JOYCE, vice-president of RCA Mfg. Co., Camden, N. J., has been named executive chairman of the Camden County Defense Savings Committee.

BEN H. DARROW, long known as Uncle Ben, the Radio Schoolmaster, has been named public relations director of the Fifth Civilian Defense Region, headquartering in Columbus, O. He formerly was associated with WLS, Chicago, and WBEN, Buffalo, and recently published his second book, *Radio Trailblazing* [Roycroft Press, Aurora, N. Y.].

COL. HARRY C. WILDER, president of WSYR, Syracuse, recently addressed a luncheon meeting of the Sryacuse U Faculty Club, attended by 150 members, on "Radio in Defense".

E. L. BROOKS, KRKD, Los Angeles, account executive, is the father of a boy born in mid-November.

L. W. BROCKINGTON, former chairman of the Board of Governors of the Canadian Broadcasting Corp., has resigned as special wartime assistant to Prime Minister Mackenzie King to make public addresses in Great Britain and the United States, before resuming his legal practice. He has been invited by CBS to speak from London on his forthcoming trip to Britain.

J. E. CAMPEAU, managing director of CKLW, Windsor, Ont., was presented late in November with an engraved silver service by the American Legion, Department of Michigan.

HARRISON HOLLIWAY, vice-president and general manager of KFI-KECA, Los Angeles, has been appointed to the national committee for the President's Birthday celebration.

FRED W. CANNON, of All-Canada Radio Facilities, Toronto office, is the father of a 9 pound 2 ounce boy.

GEORGE ADKISSON, formerly of WTAD, Quincy, Ill., has been added to the sales department of KHMO, Hannibal Mo.

EDWARD W. FOX, formerly with the *Marion Star*, has joined the commercial staff of WMRN, Marion, O.

P. H. EVANS, comptroller, and Gerald Fields, promotion manager, are recent additions to WCHS, Charleston, W. Va.

J. A. MORTON, sales maager of KIRO, Seattle, is the father of a boy born Nov. 13.

GEORGE H. MOORE, of WCKY, Cincinnati sales staff has been elected to the board of directors of the Cincinnati Association of Manufacturers Representatives.

ARNOLD C. BOONE, for 11 years a member of the sales department of KWK, St. Louis, has joined the sales staff of WCKY, Cincinnati.

Network Officers

WILLIAM F. Huffman, owner of WFHR, Wisconsin Rapids, Wis., was named president of the Wisconsin Network Inc., at a recent meeting of network station owners and managers. James F. Kyler, WCLO Janesville, was elected vice-president; Rev. J. A. Wagner, WTAQ, Green Bay, secretary; Hiram H. Born, WHBL, Sheboygan, treasurer. The network is carrying the complete schedule of the University of Wisconsin basketball games, daily market reports, news and special events.

Brown Heads KMYC

HARRY E. BROWNE, for five years manager of theatres in Northern California and previous to that associated with vaudeville and dramatic productions, recently was named manager of KMYC, Marysville-Yuba City, Cal. He succeeded Walter Conway, who resigned to join the business of his father in Oakland, Cal. Both Brown and Conway were guests at a KMYC staff dinner at the Hotel Marysville, at which Horace E. Thomas, KMYC owner, was host.

Navy Appoints Hartley As Radio Section Head

J. HARRISON HARTLEY, formerly special events director of NBC, has been named chief of the radio section, public relations branch of the Navy Department. Mr. Hartley succeeds Lieut. Comdr. Norvelle Sharpe who has been assigned to the Bureau of Navigation.

Mr. Hartley, a civilian, is on leave from NBC and will be assisted by Lieut. J. P. Moore, formerly CBS newsman in Washington, and Lieut. D. H. Saunders, former CBS engineer in Washington.

KFBI Staff Changes

PERSONNEL CHANGES at KFBI, Wichita, K., include: Bob Kent, local salesmanager; Ralph Varnum, merchandise manager; Leo Howard, promotion manager. All mentioned were already associated with the station and were shifted to more efficiently handle an increased volume.

Leaves Post at Philco

NICK ALEXANDER, general manager of WPTZ, Philco television station in Philadelphia, resigned Dec. 1. B. R. Herr has taken over the general managership until a permanent successor is appointed. Warren Wright, production manager, and Bill Shain, head of the publicity department, resigned at the same time.

Chester A a'Becket

FUNERAL SERVICES were held Dec. 5 for Chester Abbey a'Becket, 61, veteran announcer, who died Dec. 1 in Philadelphia. He joined the staff of WHAT in 1931, continuing there until his death.

BEHIND *the* MIKE

HOLLY NOBLE is temporarily holding down as CBS West Coast publicity director, having taken over duties of Hal Rorke, recently transferred to New York as assistant to Louis Ruppel, head of the network's press department. Noble was Rorke's Hollywood assistant. Fred Kellam, formerly of *Time* magazine West Coast editorial staff, has joined the CBS Hollywood publicity department.

REGINALD HARDEN, formerly of WFOR, Hattiesburg, Miss., and more recently chief announcer and production manager of WMVA, Martinsville, Va., has joined the announcing staff of WSIS, Roanoke, Va.

AL SNYDER, formerly newsman and announcer of WHKC, Columbus, O., is now newscaster and announcer of WSPD, Toledo.

JACK PETRY, announcer of WFPG, Atlantic City, and Norma Eddy, of the secretarial staff, were married last September it was disclosed last week.

MORT FARR, sports announcer of WCAM, Camden, N. J., opened his own music store Dec. 1 in Upper Darby, Pa.

ART MOREY has been named program director of KWJJ, Portland, Ore.

Pupil: 1941 Model

MRS. LEE NEAL, wife of an announcer of WCHS, Charleston, W. Va., is a first-grade teacher in a local school. The other day she asked her pupils to recite or sing. One bright youngster volunteered and to her amazement delivered in its entirety one of WCHS' transcribed spots for Falls City Beer.

GORDON WOLFRAM, formerly of WAWZ, Zarepath, N. J., has been added to the announcing staff of KGVO, Missoula, Mont.

RICHARD E. STOCKWELL, formerly of WLW, Cincinnati; WHBF, Rock Island, Ill., and WIBA, Madison, Wis., has been named program director of the newly-formed Wisconsin Network. He is stationed at WFHR, Wisconsin Rapids, Wis.

GRAHAM POYNER, program director of WPTF, Raleigh, has been appointed State Director of Radio for the North Carolina committee for the celebration of President Roosevelt's birthday.

GEORGE LOSEY, manager of KHMO, Hannibal, Mo., has announced the following staff changes and additions: Bob McCoy, formerly with NBC, Chicago, and Bob Williamson, from KDRO, Sedalia, Mo., are new announcers; George Moon, former announcer, is continuity-traffic manager; Lane Carlson and Betty Huston, both new to radio, have been added to the continuity department.

JIM CONWAY, former farm program director of WOWO, Fort Wayne, Ind., has left to take a position with the Department of Agriculture in Indianapolis.

HELENE S. BURTON of the publicity department of WOR, New York, on Dec. 7 resigned to be married to Sheldon Kaplan, attorney with the firm of Leon Lauterstein, general counsel to WOR. Filling Miss Burton's job is Marjorie Kent, freelance writer and wife of Charles F. Jacobs, photographer, with whom she recently returned from a South American photographic assignment.

CHARLES KENT, formerly with WMBO, Auburn, N. Y., and Bud Stapleton, from WATN, Watertown, and former WMBO musical director, have joined the announcing staff of WSYR, Syracase.

E. ANTHONY BROWNE, continuity chief of KEX, Portland, Ore., now authors *Grandpappy and His Pals*, variety and dramatic show originating from KEX and fed to the NBC-Blue Coast network. Henry M. Norton, who wrote the program since it was aired last May has been hospitalized with a broken hip.

BLAINE CORNWALL, formerly program director of KXOK, *Star Times* outlet, St. Louis, has been appointed to the production staff of KMOX, St. Louis.

BOB CARTER, moving from WMCA, New York, after six years has joined the announcing staff of WXYZ, Detroit, key station of the Michigan Radio Network. First assignment is caretaker of *Housewives Serenade*.

BETTY LOU WILBANKS has joined KIT, Yakima, Wash., as pianist and receptionist. Noreta Donahue has been transferred from continuity to bookkeeping and Sonya Loftness, freelance writer from Tacoma, has been added to continuity.

VIC LINFOOT, formerly of WWJ, Detroit; WLW, Cincinnati, and also a freelance in Chicago and West Coast radio, has joined the announcing staff of CKLW, Windsor-Detroit.

DORIAN ST. GEORGE, of WRC-WMAL, Washington, announcer, has been made Eastern Regional Director of the Committee for the Celebration of the President's Birthday Ball.

MARY MASON, director of women's activities for NBC, Washington, has been placed in charge of the Emergency Feeding Program under the District's Civilian Plan by Commissioner J. Russell Young, U. S. Coordinator of Defense for the Metropitan area. Miss Mason's unit will provide the entire city with facilities for the feeding of those made homeless by bombing, with depots established in the District's 12 air raid defense areas.

MRS. FLO THOMSON, formerly in the station relations department of NBC and more recently given the task of promoting NBC educational programs recently given the task of promoting NBC educational programs and listening groups under the supervision of NBC affiliates, has been appointed promotional director of WGAC,, Augusta, Ga.

CHESTER HERMAN of the production department of WLW, Cincinnati, is the father of a boy born Nov. 24.

DAVID PARTRIDGE, formerly of KMBC, Kansas City, has been appointed as assistant to M. F. Allison, promotion manager of WLW, Cincinnati.

"IF YOU WANT TO PUT SOME 'OOMPA' INTO YOUR RED RIVER VALLEY SALES, TRY A SCHEDULE WITH WDAY—THE ONLY NBC STATION IN THIS NECK OF THE WOODS!"

WDAY FARGO, N. D. 5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

Here They Are Again!
Those Aristocrats of the Range
THE SONS OF THE PIONEERS

With Their SYMPHONIES OF THE SAGE *200 New Tunes*
Produced and Distributed By
ROY ROGERS, INC., HOLLYWOOD, CAL.

Meet the LADIES

CAROLINE CABOT

STARTING in radio in 1926 when program time and mechanical difficulties made every show a precarious undertaking, Caroline Cabot, WEEI Boston shopping expert, celebrated her 15th anniversary on the air Nov. 25, in a gala celebration at WEEI, attended by outstanding radio and advertising personalities.

Uncanny ability at judging merchandising values, a splendid speaking voice, perfect poise and a sincere interest in her listeners' problems started Caroline on a career that has been strengthened with each passing year. Caroline's potentialities were first discovered by John C. Nicodemus, now president of the Boston Ad Club who saw in her the right person to put over his idea that the radio public was interested in merchandising news.

An indication of the trust placed in Caroline by her listeners can be gained from the story of the blind girl of Lowell, Mass., who wrote to ask Caroline if she would help her with shopping in Boston. There was a brief introduction and then the blind girl handed over her pocketbook to a person she knew only through a radio receiving set.

BARONESS de POLENSKE, who conducts a twice-weekly *Women in the News* program on WBYN, Brooklyn, has been appointed to the National Women's Advisory Council of the Committee for the President's Birthday.

CHARLES VANDA, CBS Western Division program director, is currently in New York for six weeks or more, and will handle production of several network programs originating from that city. Paul Pierce, CBS Hollywood director of continuity and producer, is temporarily taking over Vanda's duties.

WARREN HITES, announcer and musical director of WATW, Ashland, Wis., married June Welty Nov. 15.

ELAINE MENTH, formerely news editor of KOY, Phoenix, is now a sergeant in the Army Signal Corps.

CAPT. TOM JOHNSON, formerly Fourth Army Corps Radio Director, has been added to the Radio Section of the Army Morale Branch in Washington.

LIEUT. HUGH YOUNG, former sportscaster at CJRC, Winnipeg, is now stationed with his regiment at Hong Kong.

Ewald Kockritz Given WSAI Promotion Post

EWALD KOCKRITZ, formerly assistant editor of *Buy-Way*, WLW, Cincinnati merchandising paper, and before that program director of KTHS, Hot Springs, Ark., has been appointed promotion manager of WSAI to replace Winfield Levi, recent selectee. Miss Rosemary Durham has been named to assist Mr. Kockritz.

No major changes have been effected in the program departments of WLW and WSAI, as erroneously inferred in the Dec. 1 issue of BROADCASTING. George C. Biggar is WLW program director and Clair Shadwell holds a similar post with WSAI.

ERNIE SMITH, pioneer West Coast sportscaster, has been chosen to handle the description of the Shrine East-West football game at Kezar Stadium, San Francisco on New Year's Day on MBS.

BERT WAYNE and Harry Wood, heard on New England stations and KYW, Philadelphia, respectively, have joined the announcing staff of WNEW, New York.

ORVILLE J. NEUWERTH, former producer of the Radio Council of the Chicago Board of Education, and George Roosen, formerly writer of *Stepmother* for Sherman & Marquette, Chicago, have joined the production staff of CBS, Chicago.

GEORGE SHEPHEARD, speech and radio broadcasting major at the U of Michigan, has joined WMFF, Plattsburg, N. Y.

MARK THOMPSON, formerly continuity writer, has joined WEW, St. Louis, as announcer. Rita O'Shea has joined the telephone staff.

PHIL McKERNAN, announcer, formerly of KHSL, Chico, Cal., has joined the staff of KRE, Berkeley, Cal.

JOE TOWNER, KMPC, Beverly Hills, Cal., traffic manager, has taken on additional duties of continuity director, succeeding Bill Conrad, transferred to production.

LOUIS T. MARSH, formerly news editor of WMRN, Marion, O., has been appointed program director to succeed Stanley A. Miller, assistant general manager and program director who resigned Nov. 22 to enter military service. Bert Stille, farm editor, has been appointed chief announcer and will also head the station's Artists Service Bureau.

ALFRED TAYLOR, formerly of WITH, Baltimore, and Fred Wood, of WSNJ, Bridgeton, N. J., have joined the announcing staff of W53PH, WFIL's FM station in Philadelphia.

EDDIE GALLAHER, sports and quiz announcer of WCCO, Minneapolis, has enlisted in the public relations division of the Navy. To be stationed in Minneapolis, he will remain active in Twin City radio.

TOMMY FRANKLIN, announcer-newscaster of KLS, Oakland, Cal., and Ruth Hurt who conducts her own program on the same station were married on Nov. 22.

WALTER BRINE, formerly of WESX, Salem, Mass., has joined the announcing staff of WCOP, Boston.

IRVING WAUGH, formerly of the staff of WTAM, Cleveland, has joined WSM, Nashville, as staff announcer.

DEAN SMITH announcer of WOKO, Albany has announced his engagement to Miss Florence B. Adler of Schenectady.

Rhythm at Random
WITH
MICHAEL ROY

10:30—10:45 P. M., C. S. T.

Monday Thru Friday

Here is a great sales vehicle — 15 minutes of sparkling recorded music and refreshing entertainment featuring one of NBC's most affable announcers, Michael Roy — an ideal participation program that insures maximum results with a minimum expenditure.

The title, "Rhythm at Random" was chosen from an avalanche of 12,000 names suggested by radio listeners when the program first went on the air.

This outstanding feature has a fine large audience and the cost of participation is most reasonable.

"Rhythm at Random" with Michael Roy and Station WENR with its excellent primary coverage in 185 counties in Illinois, Wisconsin, Indiana and Michigan will bring you greater sales and profits at low cost in America's second largest market — Chicago.

Phone or write for detailed information with the assurance YOU GET MORE FOR LESS ON

WENR
Chicago

Represented Nationally by the NBC Spot Offices in

CHICAGO NEW YORK BOSTON WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

Studio Notes

ELABORATE PROGRAM of WMUR, Manchaster, N. H., for the appearance of Lee Ya Ching, China's first aviatrix, was almost ruined when the flyer's light plane was grounded because of high winds in New York. Two quick dashes by transport plane to Boston and chartered plane to Manchester, however, brought her to the WMUR mike at the appointed time where she was greeted by former Gov. Francis P. Murphy, owner of WMUR; Manchester Mayor Damase Caron and Dr. James J. Powers, a vice-chairman of the New Hampshire United China Relief Committee and a director of the Radio Voice of New Hampshire Inc. Visit of the aviatrix was in conjunction with the United China Relief Drive.

WSB, Atlanta, has received 34,000 entries from every state, Canada, Cuba, Puerto Rico and the Canal Zone in its football guessing contest conducted by Ernie Harwell. Some of the letters bore no address, being simply directed to "Sports News and Views"—the name of the program.

WHO, Des Moines, will receive the cooperation of four hybrid seed corn companies—Pioneer, DeKalb, Vinton and Funk—in the fifth annual Radio Corn Festival Dec. 13, to be directed by Herb Plambeck, WHO farm news editor. Exhibitor winning the greatest number of high awards will be crowned "Corn King".

OPENING of newly-completed studios "U" and "V" at NBC Chicago headquarters in the Merchandise Mart ends the remodeling program started early this year. Plans included renovation of large audience studio "A," construction of three new studios and new quarters for the radio recording division, program traffic, communications, night manager and musical director.

WIBG, Glenside, Pa., will take bids Dec. 9 on plans for alteration of the building at 1425 Walnut St., Philadelphia into studios and offices for the station. Gleeson & Mulrooney, Philadelphia, are architects. WIBG will step up its power to 10,000 watts, operating fulltime.

A TYPICAL Spanish-American family will theoretically tour the United States and report their adventures each week to Mexico, Central and South America via KGEI General Electric international station in San Francisco. In an unique all-Spanish series of travelogues La Familia Amadeo, consisting of Mr. and Mrs. Amadeo and their son Roberto, will visit a different state capital each week. The series is scheduled to run for 49 weeks, says E. T. (Buck) Harris, KGEI manager.

LUNCHEON for 25 Lynchburg, Va., charitable committee leaders was given Nov. 27 by Edward A. Allen and Philip P. Allen, owners of WLVA, Lynchburg, to start the station's drive for its seventh annual Christmas Party. Continuously broadcast for six hours on Sunday preceding Christmas, the party is designed to collect $3,500 to provide over 1,500 baskets, each containing a Christmas dinner for needy families.

Minus Plugs

AS A NOVEL WAY to wish listeners a Merry Christmas, the Rubsam & Horrman Brewing Co., Staten Island, N. Y., will omit commercial announcements on the Dec. 25 broadcast of *Ramona & the Tune Twisters* on WOR, New York. At the start of the 10:45 p. m. show, Ramona will announce "Ramona, the Tune Twisters and the R&H Brewing Co. wish you all a Merry Christmas . . ." the only sponsor identification of the broadcast. A similar technique will be used on the New Year's night program, when again the company's beer will not be plugged. Idea was that of Edward H. Acree, R&H advertising manager.

KMOX, St. Louis, cooperating with the Missouri State Teachers' Assn. convention held in St. Louis, staged "Just How Radio Educational Programs Can Be Utilized in the Classrooms" on Dec. 5 under supervision of Raymond P. Kroggel, director of radio education for the Missouri State Department of Education. Staged in the KMOX Playhouse the program demonstrated how best the educational programs heard daily, Monday-Friday over KMOX, can be utilized for elementary and high school students.

WYKZ, Detroit, has begun a series 10:30-10:45 a.m. Monday-Friday featuring O. P. Stearns, "The Food Magician", sponsored by Bronte Wines. Stearns, who appeared on west coast networks for six years, highlights his program with narration woven into romantic-story form, based on research and travel.

WCHS, Charleston, W. Va., had a script prepared and on the air within two hours of the arrival in Charleston of Clarence Robinson, Seaman 1st Class, survivor of the torpedoed *Reuben James*. Robinson played himself in the dramatization of the event.

KIRO, Seattle, to make available to Alaskan youth the educational material of the CBS *School of the Air* series, each month ships a complete set of records, transcribed from KIRO's daily broadcasts of the feature, to KFAR, Fairbanks, for rebroadcast. Similar transcriptions are offered by KIRO to schools in its listening area.

KDYL, Salt Lake City, for the fourth consecutive year will conduct a series of holiday entertainments for broadcast from local institutions. The schedule calls for four broadcasts, between Dec. 15-20, featuring KDYL musicians and talent, from the Latter-Day Saints Children's Hospital, U. S. Veterans Hospital, St. Ann's Orphanage, and Shriners' Crippled Children's Hospital. Production of the series is to be handled for KDYL by John M. Woolf and Ed Stoker. The *Salt Lake Tribune* and hospital staffs are cooperating in the project.

CHARTERING a plane, Herb Hilscher, KINY, Juneau Alaska, news analyst, flew 500 miles to cover the recent disastrous million-dollar fire at Seward. There he interviewed homeless residents as Army officials were attempting to care for them in Army Barracks.

Camel Signs New Quiz Revises Network Lineup

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel Cigarettes), has signed Bob Hawk as m.c. for a new comedy quiz show, titled *How Am I Doing*, featuring Vaughan Monroe's Orchestra and Bert Parks as announcer, to debut Jan. 9 on 92 CBS stations, Friday, 7:30-8 p.m. Hawk, now m.c. for Eversharp's *Take It or Leave It* on CBS, is to be succeeded on that program by Phil Baker.

At the same time Reynolds announced discontinuance on Dec. 31 of *Penthouse Party*, on 94 NBC-Blue stations, 9:30-10 p.m., and a general shifting of all other Camel shows, to take place the first week in January. *Cugat-Rumba Review*, now on 91 NBC-Red stations, Thursday, 7:30-8 p.m., will move into the *Penthouse* spot on the Blue and *Al Pearce & His Gang*, on 99 CBS stations, Friday, 7:30-8 p.m., takes over the *Cugat* spot on the Red. The new Hawk show will assume Pearce's old time slot. William Esty & Co., New York, handles the Camel accounts.

Power Increase Action In Canada Is Foreseen

THAT SOME action would soon be taken by Canada to occupy the two remaining Canadian Havana Treaty channels was intimated by Maj. Gladstone Murray, Canadian Broadcasting Corp. general manager, in Ottawa last week. The CBC Board of Governors is expected to deal with this and other power increases at its January session.

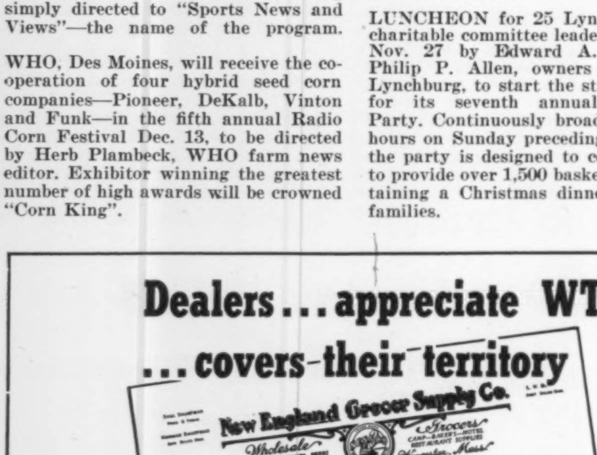
By that time the CBC survey on Canadian stations will have been completed. It is not expected many stations will be granted increases to 5 kw. since few now have applications in for these increases and it is becoming harder to obtain new equipment. CFRB, Toronto, is known to have applied for 50 kw. Whether or not one of the two unused Canadian Havana Treaty channels is to be used by CFRB with an increase in power, could not be learned.

Wisconsin U Sports Series

WISCONSIN U basketball games, a schedule of 20, will be brought to Badger fans via the Wisconsin Network Inc., sponsored by the Plankinton Packing Co., Milwaukee. This second contract with the network—the first covered the Wisconsin U football schedule—will be broadcast over WEMP, Milwaukee; WIBU, Madison - Popynette; WCLO, Janesville; WRJN, Racine; WHBL, Sheboygen; KFIZ, Fond du Lac; WSAU, Wassau; WTAQ, Green Bay; WFHR, Wisconsin Rapids; and WHBY, Appleton. Allen Walz, former NBC sports announcer and Wisconsin U crew coach, will be at the microphone to describe the first game between Carroll College and Wisconsin U.

Dealers . . . appreciate WTAG

. . . covers-their territory



New England Grocer Supply Co.

Wholesale

Grocers

Worcester, Mass.

NEW ENGLAND STORES "FOR THRIFTY PEOPLE"

Church & Dwight Co., Inc.
70 Pine St.
New York, New York

Dear Sirs:

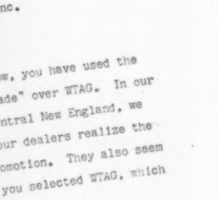
For some time now, you have used the program "Morning Parade" over WTAG. In our contacts all over Central New England, we find evidence that our dealers realize the benefits of this promotion. They also seem to appreciate that you selected WTAG, which covers their territory.

Yours very truly,

WTAG

WORCESTER

COMPLETE CENTRAL NEW ENGLAND COVERAGE



NBC BASIC RED AND YANKEE NETWORKS

EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

WAVE

5000 watts • NBC

for LOUISVILLE—not China!

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Merchandising & Promotion

Radio Posters—Power's Up—FM Sets for Schools—Testimonials—Trucklet

A CONTEST WHICH will culminate in the selection of the best art or poster expressing the place of radio in the widely-heralded "Freedom of Speech," is being sponsored by KYW, Philadelphia, under direction of Harold M. Coulter, promotion head. The only restrictions are on size and the understanding that there is to be no caption, slogan or lettering of any kind.

Heralded as the *Radio: Sentinel of Freedom* art competition, the express purpose is to salute American broadcasting. The competition closes Dec. 8, and in addition to a special art exhibit to be presented at the KYW studios, the first prize is $100, second prize $50 and $25 for the third best piece of work. Five Philadelphia art schools are awarding their students additional credits for participating in the KYW contest.

* * *

More Uncle Don

TOGETHER with a reprint of the story "Uncle Don's an Institution", which appeared in the Nov. 24th issue of BROADCASTING, Joe Creamer, promotion and research director of WOR, New York, is sending out a promotion letter to advertisers and agencies who might be interested in participating sponsorship of the daily program.

* * *

In the Arcade

WCCO, Minneapolis, is offering as a merchandising service to sponsors a display window in the Baker Arcade, one of the largest interbuilding thoroughfares. Average weekly traffic is 30,000. The advertiser supplies sample products, banners, placards, and the station merely changes the center poster each week.

* * *

Dial vs. Power

TO IMPRESS the broadcasting trade with the importance of dial position as against power, WMCA, New York, is conducting a direct mail and trade paper advertising campaign defining wattage in terms of coverage, using engineering data and FCC standards to support its story.

* * *

House Organ

"LIFE of the Staff" is what they claim for *WJSViews*, new staff organ published weekly by WJSV, CBS Washington key. Publisher is announced as A. D. Willard Jr., WJSV manager. Staff gossip and commercial news are included.

Special to Skiers

SKIERS in the Rocky Mountain area are given up-to-the minute information on condition of all ski runs and roads leading to them in a new series by KLZ, Denver CBS outlet titled *Ski-Cast*. Heard at 10:15 p.m. Thursdays and 7:45 a.m. Sundays, the program is receiving cooperation of ski lodges with posters calling attention to the broadcasts.

* * *

Popularity Contest

HIGHLIGHTING a popularity contest for women, the winner to be titled Miss B. Thrifty and to receive a wardrobe worth $100, the Merchants Association of Roanoke Rapids, N. C., is sponsoring a fifteen minute, ten-week, script show *Betty and Bert*, with organ music over WCBT, Roanoke Rapids, N. C., to promote interest in the shopping facilities of that city.

* * *

Up to 5 kw.

TO PREPARE for its increase in power to 5,000 watts, WWRL, New York, is running screen trailers at all performances in four motion picture theatres in its area, with copy stressing its position on the dial and leading programs. In return, WWRL presents announcements calling attention to the pictures featured at the four theatres.

* * *

Theatre Gets Late News

COLLABORATION of KGKO, Ft. Worth-Dallas, and WFAA, both owned by the *Dallas Morning News* will provide the patrons of the Telenews Theatre, Dallas, with more than newsreels. Last-minute news will be provided by teletype machines and a display of late news pictures in the foyer and lobby.

* * *

FM Receivers for Students

THROUGH W. C. BRIDGES, vice-president and general manager of W9XYH, FM adjunct of WEBC, Duluth, Minn., a dozen FM receivers are being distributed to senior and junior high schools in the city to enable them to hear the NBC *Music Appreciation Hour* and other special educational features.

KMOX Safety Show

RECEIVING cooperation from the St. Louis Board of Education a new KMOX Safety Brigade poster is being displayed in more than 150 public schools in conjunction with the station's new weekly program to promote safety. Student groups of various schools write, produce and enact their own safety dramatizations which are presented Saturdays over KMOX, with Sgt. Roland Schumacker, Traffic Education Director of the St. Louis Police Department as m.c. Safety poster is also on display in the main Public Library and has been distributed by the Insurance Board of St. Louis for display in more than 400 insurance agencies and business firms on the Board's assured list.

* * *

KTSP Ad Series

IN CONJUNCTION with airing a regular morning show for Land O' Lakes Creameries, considered the world's largest farmers' cooperative, KTSP, Minneapolis, will shortly begin a testimonial series in the monthly bulletin of the cooperative. Sales Promotion Manager, Sam L. Levitan with a photographer is back from a picture-taking-interview tour in which they collected material for the ad series.

WBNS SALUTES!
NATIONAL PHARMACY WEEK
NATIONAL RETAIL GROCERS WEEK
WBNS

THIS Yellow-with-brown-trim Crosley midget, equipped with specially designed apparatus for sign displays on top and with wooden call letters, has joined the merchandising staff of WBNS, Columbus, and will assist Bob Rinehart in promotional work among Central Ohio grocers and druggists for the station's clients. Duties will include distribution of posters and display pieces.

BROCHURES

WKZO, Kalamazoo, Mich., brochure *Gee! WKZO is BIG*, gives a comparison of coverage of station and 20 newspapers and economy of station advertising.

NBC-Red—Folder titled "We're Itching to Tell You," featuring personal note from Roy C. Witmer, vice-president in charge of Red sales.

CHNS, Halifax, N. S.—Plastic-bound pictorial brochures commemorating first anniversary of CHNS Broadcasting House.

COWLES GROUP Stations, Des Moines—Three-fold broadside coverage brochure, *Iowa plus What?*

HOW TO BRING HOME THE BACON

For 15 years WWNC has done a real job of "bringing home the sales." Located in a good, moderate-size market, WWNC oftentimes delivers sales far in excess of what those-who-don't-know-this-great station might expect. Why?---WWNC does a top-notch job of promotion for its advertiser that results in much plus business!

Get Results! -- Use . . . .

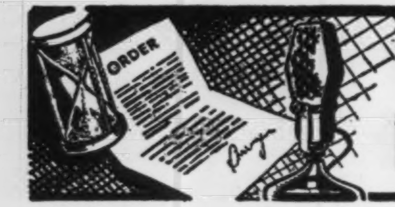
570 Kc.
CBS Affiliate

WWNC
ASHEVILLE, N.C.

In radio, too, it's Better to be Lower

It's nice to be lower down. Especially in radio. A *low* frequency station operates on a *longer* wave-length. A *longer* wave-length transmits a *stronger* signal—one which retains its power better. Because WMCA operates at New York's *lowest* frequency (570 kc.) its signal is powerful enough to reach over 12,500,000 people with greatest efficiency, maximum economy.

WMCA
FIRST ON NEW YORK'S DIAL



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburgh

Noxzema Chemical Co., Baltimore (skin cream), *sp* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.

Beaumont Labs. St. Louis (4-Way cold tablets) 5 *sp* weekly, 20 weeks, thru J. W. Kastor & Sons, Chicago.

Sanforized Shrunk, Div. Cluett Peabody & Co. New York 6 *sp*. weekly, 52 weeks, thru Young & Rubicam, N. Y.

Procter & Gamble, Cincinnati (Chipso), 5 *t* weekly, 52 weeks, thru Pedlar & Ryan, N. Y.

Little Crown Milling Co., Warsaw, Ind. (Coco Wheats), *sp* weekly, 13 weeks, thru Rogers & Smith, Chicago.

Longines Wittnauer Watch Co., New York (watches), 6 *t* weekly, 11 weeks, thru Arthur Rosenberg Co., N. Y.

Pinex Co., Fort Wayne (cough syrup), 132 *sa*, thru Russell M. Seeds Co., Chicago.

Ward Baking Co., Bronx, N. Y. (Tip Top bread), 78 *sa*, thru J. Walter Thompson Co., N. Y.

Royal Bedding Co., Pittsburgh (mattresses), 52 *sa* thru I. A. Goldman & Co., Pittsburgh.

Chr. Hansen Lab., Little Falls, N. Y. (Junket products), 78 *sa*, thru Mitchell, Faust Adv. Co., Chicago, Ill.

F. Ad Richter, New York (pain expeller), 9 *sa* weekly, 20 weeks, thru H. W. Kastor & Sons, Chicago.

Campbell Cereal Co., Minneapolis (Malto-Meal), 5 *sa* weekly, 20 weeks, thru J. W. Kastor & Sons Adv., Chicago.

Flex-O-Glass Mfg. Co., Chicago (glass), 6 *sa* weekly, 13 weeks, thru Presba, Fellers & Presba, Chicago.

Dr. Hess & Clark, Ashland, O. (stock & poultry remedies), 6 *sa* weekly 30 weeks, thru N. W. Ayer & Son, Philadelphia.

DuBois Brewing Co., DuBois, Pa. (beer), 13 *ta*, thru Ray Sayre Adv., Pittsburgh.

American Chicle Co., New York (Beeman's Gum), 68 *sa*, thru Badger & Browning, Boston.

Jerome Wolk & Bros., Pittsburgh (furs), 52 *sa*, thru Collier Tyson Co., Pittburgh.

Household Finance Corp., Chicago (loans), 104 *sa*, thru BBDO, Chicago.

Potter Drug & Chemical Corp., Malden, Mass. (Cuticura soap & ointment), 12 *ta* weekly, 52 weeks, thru Atherton & Currier, N. Y.

Plough Inc., Memphis (St. Joseph aspirin), 5 *sa* weekly, 26 weeks, thru Lake-Spiro-Shurman, Memphis.

Nehi Corp., Columbus (Royal Crown Cola), 6 *sa* weekly, 52 weeks, thru BBDO, Chicago.

Quaker Oats Co., Chicago (Aunt Jemima pancake & buckwheat flour), 6 *t* weekly, 13 weeks, thru Sherman K. Ellis & Co., Chicago.

Maryland Pharmaceutical Co., Baltimore (Rem & Rel), 416 *ta*, thru Joseph Katz Co., Baltimore.

WPTF, Raleigh, N. C.

Block Drug Co., Jersey City, 156 *sp*, thru Raymond Spector Co., N. Y.

Thomas Leeming Co., New York (Baume-Bengue), 85 *sa*, thru Wm. Esty & Co., N. Y.

Lydia E. Pinkham Medicine Co., Lynn, Mass., 8 *ta* weekly, 52 weeks, thru Erwin, Wasey & Co., N. Y.

Utilities Engineering Institute, Chicago, 26 *sp*, thru First United Broadcasters, Chicago.

Yager Liniment Co., Baltimore, 100 *sa*, thru Harvey-Massengale Co., Durham, N. C.

Dixie Dew Syrup, Charlotte, N. C., 13 *sp*, direct.

WROK, Rockford, Ill.

Smith Bros., Poughkeepsie, New York (cough drops), 60 *sa*, thru J. D. Tarcher Inc., N. Y.

Lydia Pinkham Medicine Co., Lynn, Mass., 312 *ta*, thru Erwin, Wasey & Co., N. Y.

Manhattan Soap Co., New York, 65 *sp*, thru Franklin Bruck Adv. Corp., N. Y.

Berry-Ajax Hatchery, Quincy, Ill., 26 *ta*, thru Mace Adv. Agency, Peoria, Ill.

WKZO, Grand Rapids

American Chicle Co., New York (Chiclets), 6 *ta* weekly, thru Badger, Browning & Hersey, N. Y.

Block Drug Co., New York (Gold Medal Capsules), 3 *sa* weekly, thru Raymond Spector Co., N. Y.

Dr. D. W. Caldwell Inc., Monticello, Ill., 5 *ta* weekly, thru Sherman & Marquette, Chicago.

Fox DeLuxe Brewing Co., Grand Rapids, 18 *sa* weekly, thru Schwimmer & Scott, Chicago.

Household Finance Corp., Chicago, 6 *ta* weekly, thru BBDO, Chicago.

Morton Salt Company, Chicago, 3 *t* weekly, thru Klau-VanPietersom-Dunlop Assoc., Milwaukee.

W. C. Reardon Labs., New York, 2 *sa* weekly, thru H. B. LeQuatte, Inc., N. Y.

Sperry Candy Co., Milwaukee, 5 *sa* weekly, thru Arthur Meyerhoff & Co., Chicago.

F. W. Woolworth Co., New York, 26 *sa* weekly, thru Lynn Baker Co., N. Y.

Willard Tablet Co., Chicago, 3 *sp* weekly, thru First United Broadcasters, Chicago.

KSFO, San Francisco

Colonial Dames Corp., Los Angeles (cosmetics), 3 *sa* weekly, thru Glasser-Gailey & Co., Los Angeles.

Axton-Fisher Tobacco Co., Louisville (Spud), *sa* series, thru Blackett-Sample-Hummert, Chicago.

George S. Bailey Co., Los Angeles (men's hats), *sa* series, thru Lee Ringer, Los Angeles.

Pacific Molasses Co., San Francisco, *sp* series, Gerth-Knollin Adv., San Francisco.

Axton-Fisher Tobacco Co., Louisville (Spuds), 2 *sa* weekly, thru McCann-Erickson, Chicago.

Simon & Schuster, New York (books), 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.

WOR, New York

Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

Carter Products Inc. (little Liver Pills), 6 *sa* weekly, thru Street & Finney, N. Y.

General Electric Co., New York (FM sets), 3 *t* weekly, thru Maxon Inc., N. Y.

Cigar Institute of America, New York, weekly *sa*, thru Lambert & Feasley, N. Y.

Kirkman & Sons, New York (soap), weekly *sp*, thru N. W. Ayer & Son, N. Y.

Gorton-Pew Fisheries Co., Gloucester, Mass., weekly *sp*, thru H. B. LeQuatte Inc., N. Y.

KOY, Phoenix

Plough Inc., Memphis (Penetro & St. Joseph aspirin), 3 *sp* weekly, 52 weeks, thru Lake-Spiro-Shurman, Memphis.

Wesson Oil Co., New Orleans (Snowdrift), 3 *t* weekly, 39 weeks, thru Fitzgerald Adv., New Orleans.

KUOA, Siloam Springs, Ark.

Peter Fox Sons Co., Chicago, 6 *sa*, direct.

Hamilton Fountain Pen Co., Chicago, 6 *sa*, Frank R. Steel, Chicago.

KROW, Oakland, Cal.

Block Drug Co., New York (Gold Medal Capsules), 5 *ta* weekly, thru Raymond Spector Co., N. Y.

KGO, San Francisco

O'Brien Candy Co., San Jose, Cal., weekly *sp*, thru Barisacher, Davis & Staff, San Francisco.

Frozen Food Distributors Oakland, Cal., 2 *sa*, weekly, thru Tomaschke-Elliott, Oakland.

Acme Breweries, San Francisco, weekly *sp* thru Brisacher, Davis & Staff, San Francisco.

Wheat Nuts Distribuitng Co., Los Angeles, 2 *sa* weekly, direct.

California Home Grown Sugar Group, San Francisco, 5 *sa* weekly, thru McCann-Erickson, San Francisco.

Washington Cooperative Egg & Poultry Assoc., Seattle (Lynden canned chicken), weekly *sp*, thru Pacific National Agency, Seattle.

Piso Co., Warren, Pa. (cough syrup), 6 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.

WJJD, Chicago

Coyne Electrical School, Chicago (trade school), 78 *sp*, thru McJunkin Adv. Co., Chicago.

Monarch Camera Co., Chicago, 78 *sp*, placed direct.

Gulbransen Co., Chicago (pianos), 13 *sp*, thru Robert Kahn & Assoc., Chicago.

Sterling Insurance Co., Chicago, 6 *sp* weekly, thru Neal Adv. Co., Chicago.

Parr Vitamin Co., Chicago, 5 *sp*, thru United Adv. Cos., Chicago.

Friendship Man, Chicago (greeting cards), 13 *sa*, thru Salem N. Baskin Adv. Agency, Chicago.

WBBM, Chicago

Olson Rug Co., Chicago (floor coverings), *sp* weekly, thru Presba, Fellers & Presba, Chicago.

General Foods Corp., New York (Maxwell House coffee), 5 *sp* and 5 *ta* weekly, thru Benton & Bowles, N. Y.

Consolidated Drug Trade Products, Chicago, 104 *sp*, thru Benson & Dall, Chicago.

Sterling Insurance Co., Chicago, 6 *sp* weekly, thru Neal Adv. Agency, Chicago.

WIND, Gary, Ind.

Axton-Fisher Tobacco Co., Louisville (Spud cigarets), 78 *sp* renewal, thru Blackett-Sample-Hummert, Chicago.

Parr Vitamin Co., Chicago, 6 *sp* weekly, thru United Adv. Cos., Chicago.

Good Housekeeping Shops, Chicago (home furnishings chain), 546 *sa*, thru Sternfield-Godley, N. Y.

WAAT, Jersey City

Reader's Digest Assn., 3 *sa* weekly, thru BBDO, N. Y.

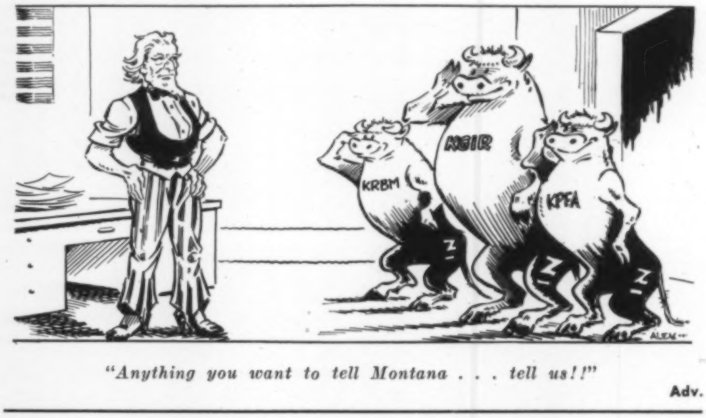
Illinois Meat Co., Chicago, thru Arthur Meyerhoff & Co., Chicago.

Royal Crown Bottling Co., Newark, 4 *sp* weekly, 6 *sa* weekly, thru BBDO, N. Y.

KNX, Hollywood

Candy Bros. Mfg. Co., St. Louis (Red Cross cough drops), 15 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

Luden's Inc., Reading, Pa. (cough drops), 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.



"Anything you want to tell Montana . . . tell us!!"

Adv.

CANADA TO ALTER NEWS SPONSORSHIP

AS A RESULT of the meeting of the Board of Governors of the Canadian Broadcasting Corporation on Nov. 17 at Ottawa, Canadian sponsored news regulations are to be altered, Maj. Gladstone Murray, CBC general manager, told BROADCASTING last week. First change is to allow naming of the news agency supplying news, instead of the present "authorized news agency" statement.

The change was requested by Press News Ltd., radio subsidiary of Canada's AP, Canadian Press. If this works out satisfactory, the CBC Board may at a later date change the sponsored news regulations to allow direct news sponsorship instead of the present system which allows spots before and after news with a break between spots and news. At present BUP, Press News and Transradio sell news for sponsorship in Canada. Under the CBC contract with British United Press and Canadian Press, the CBC cannot state from what news agency its dispatches come. This contract terminates next June.

At present both BUP and CP provide the CBC with the news gratis, but it is expected that a new contract may call for payment. A new competitor is also to enter the foreign news field at that time, as there have been negotiations with Reuters news service for a foreig service, in view of Reuters' plan t operate a radio news servic throughout the world. The news i to come by shortwave high-spee code transmission for distributio within each country by broadcasting stations. At present stage o negotiations it is considered tha the price, while reasonable, is to high for individual Canadian stations and can only be carried on national basis, which makes th CBC a logical buyer of the servic since CBC operates the only networks in the Dominion.

Radio Data From Arcti Brought by Expeditio

SCIENTIFIC DATA, of grea value in conection with radio wor of the National Bureau of Standards, has been brought back fro Greenland, Baffin Bay and Labrador by the Louise A. Boyd Arcti expedition, according to the Department of Commerce. The expedition, sailed from Washington, D. C. June 11 and returned early las month. Miss Boyd contributed he experience as explorer to the bureau on a "dollar a year" basis.

Principal purpose was to secur data on radio wave propagation i the regions. Special apparatus fo determining characteristics of th ionosphere operated continuousl during the voyage.

More Feather Spots

PROGRESS FEATHER Co., Ch cago, on Dec. 1 expanded its radi schedule [BROADCASTING, Oct. 20 to include three one-minute liv spot announcements weekly o KMA, Shenandoah, Ia., and o Dec. 8 increases its thrice-weekl spot schedule to one announceme daily on WNAX, Yankton, S. Agency is Lieber Adv. Co., Chicag

Radio Advertisers

EVER BROS. Co., Cambridge, ass. (Lux soap), on Jan. 1 will start ponsoring *Academy Award*, half-hour anscribed original dramas featuring ell-known Hollywood personalities, KGMB, Honolulu. Series, owned nd cut by C. P. MacGregor, is on five ther stations in the United States nder local sponsorship. Account was laced by National Export Adv. gency, New York.

OFFENETTI Restaurant, Chicago, r its New York branch, is sponsorg a 13-week series titled *Celebrities Midnight* featuring guest interviews y Don Phillips from the Broadway staurant and recorded music. Proram is heard thrice-weekly at the ight of theatre time, 11:30 p. m. to midnight. Agency is C. Wendell uench, Chicago.

OHN MORRELL & Co., Ottumwa, a. (Red Heart dog food) on Nov. 30 arted *Bob Becker Red Heart Prorams* on CBL, Toronto. Account was laced by Henri, Hurst & McDonald, hicago.

ALLO WINE Co., Modesto, Cal., on ec. 8 starts sponsoring a one-hour e and transcribed newscast titled *ews With Norman Nesbitt*, on KHJ, ollywood. First quarter-hour of the i-weekly program will be broadcast live talent. Following three 15-mine newscasts are to be transcribed petitions of that program, with comercials separating each. Transcribed peats will also be interrupted for flash news. Contract is for 52 eeks. If format is successful, after a week trial, other West Coast staons will be added. Agency is Rayond R. Morgan Co., Hollywood.

COME AND GET IT was a welcome cry at the recent WGY, Schenectady dinner dance. With gimlets fixed on the foodstuffs, seriously contemplating the business at hand, Robert Pearce (left) GE manager of Radio Broadcasting Activities and B. J. Rowan, assistant manager, prepare to store up energy for more dancing that followed.

LIT BROTHERS, Philadelphia (department store), has purchased three quarter-hour periods per week on WFIL, Philadelphia, for *Streamlined Fairy Tales*, transcribed programs featuring the Choralites and produced by Harry S. Goodman. Scheduled Monday, Wednesday and Friday at 5 p.m., the contract is for 26 weeks, placed direct.

ALBERTY FOOD PRODUCTS Co., Hollywood (Cheno, reducing formula tablet), out of radio for some years, and placing direct, in mid-November started sponsoring a six-weekly quarter-hour of transcribed music on KRKD, Los Angeles. Contract is for 26 weeks.

THE CHARMS CO., Newark (candy), has started two announcements daily on W71NY, FM adjunct of WOR, New York. Contract for 52 weeks placed through Schick Adv. Agency, Newark.

CALIFORNIA MISSION VINTAGE Co., Los Angeles (wines), in a Christmas holiday campaign which started Nov. 24, is using 12 transcribed announcements weekly on KRKD, that city, with participation five times per week in a quarter-hour newscast on KMPC, Beverly Hills, Cal. Other stations will be added. Lloyd's Adv., Los Angeles, is the agency.

SCHOLAR DIAMOND Co., New York, is testing radio for the first time with 12 one-minute live announcements weekly for 26 weeks on WINS, New York. If test is successful announcements will be placed on several stations in the Metropolitan area. Piedmont Adv. Agency, New York, handles the account.

LINDSAY RIPE OLIVE Co., Lindsay, Cal., in a 13-week campaign ending Feb. 21, has started sponsoring participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Agency is Lord & Thomas, San Francisco.

E. F. HUTTON & Co., Los Angeles (investment brokers), under a 52-week contract on Nov. 17 increased its daily 5-minute *Stock Market Reports* by Clete Roberts to 10 minutes each on KMPC, Beverly Hills, Cal. Barton A. Stebbins Adv., Los Angeles, has the account.

McCOLL-FRONTENAC OIL Co., Montreal (Red Indian gasoline), on Dec. 1 starts 6-weekly newscasts on CFCH, North Bay, Ont.; CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont. Account was placed by A. McKim Ltd., Montreal.

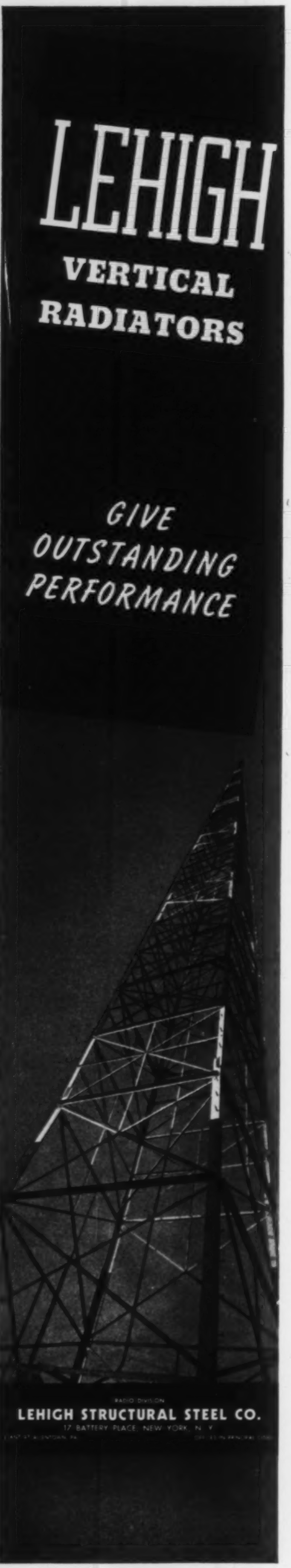
When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

FIRST IN ST. LOUIS

IN COMBINED LOCAL AND NATIONAL SPOT COMMERCIAL QUARTER HOUR VOLUME.

ST. LOUIS
KWK-MUTUAL - Represented by Raymer



LEHIGH
VERTICAL RADIATORS

GIVE OUTSTANDING PERFORMANCE

RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA. OFFICES IN PRINCIPAL CITIES

CONSOLIDATED HAT STORES, Los Angeles, in late November started for 52 weeks sponsoring quarter-hour early and late evening newscasts five times per week on KMPC, Beverly Hills, Cal., with Clete Roberts and Owen Babbe as commentators. Agency is Lloyd Inc., that city.

BLUE MOON FOODS Inc., Thorp, Wis. (cheese spreads), has added transcribed jingle announcements on WLOL, Minneapolis, and participation on the station's half-hour *Talk of the Town* and quarter-hour *Tips by Taylor*, women's programs five days weekly for 13 weeks. Copy features Christmas special of various package units in holiday printed cellophane. Agency is Reincke-Ellis-Younggreen & Finn, Chicago.

JEWISH, International Broadcasting Co., Los Angeles, on Nov. 22 started a one-hour participation sponsorship program, *American-Jewish Hour*, on KMPC, Beverly Hills, Cal. Contract is for 52 weeks. Conducted by Jacob Meltz, weekly program features recorded music, guest artists and speakers. Agency is The Mayers Co., Los Angeles.

A. WANDER Co., Peterborough, Ont. (Ovaltine) on Nov. 24 started test spot announcements six days weekly on CKY, Winnipeg; CJOR, Vancouver. Account was placed by A. McKim Ltd., Toronto.

FOUR SPONSORS of Italian programs on WHOM, Jersey City, have renewed their contracts for 52-week periods, while one, Roma Wine Co., has added 10 spot announcements daily in other foreign languages. Other renewals, each buying six quarter-hours weekly, are Ceribelli & Co. (Brisochi); Chicago Macaroni Co., and Roman Macaroni.

WINTER Inc., Los Anglees (camera & photograph supplies), new to radio, in a three-week local campaign ending Dec. 20 is using daily spot announcements on KFWB, and approximately two per week on KFAC KECA KNX, in addition to thrice-weekly participation in *Knox Manning, News*, on the latter station. The Mayers Co., Los Angeles, has the account.

GRAYSON'S Inc., Los Angeles (women's apparel chain stores), through Milton Weinberg Adv. Co., that city, in a 30-day campaign which started Nov. 27 is using a series of daily spot announcements on Southern California stations.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Jan. 5 will undertake a special promotion campaign for the New York market with 34 transcribed announcements weekly for 13 weeks, on WMCA, New York. Discs will be placed immediately following the *New York Times* news broadcasts, on the hour every hour [BROADCASTING, Nov. 24]. Agency is Lord & Thomas, that city.

F. G. VOGT & SONS, Philadelphia (meat), has renewed the *Betty Jordan* program on KYW, Philadelphia, heard each Friday morning at 9.30. The program features interviews on meat menus with prominent visitors to the city. Agency is Clements Adv., Philadelphia.

P. LORILLARD Co., New York (Old Golds), on Dec. 1 added six West Coast stations to its schedule carrying live and transcribed announcements. Agency is J. Walter Thompson Co., New York.

DR. JACKSON FOODS, Toronto (cereals), has started *It's a Woman's World* weekly half-hour quiz show on CFRB, Toronto. Account was placed by Tandy Adv. Agency, Toronto.

NEW YORK TUBERCULOSIS & Health Assn., from Nov. 20 through Dec. 23 is conducting an intensive radio campaign for its annual Christmas seal drive, using WQXR WOR WNYC WMCA WHN WABC WBNX WEVD WHOM.

FATHER and chee-ild are doing nicely in Research Hospital, Kansas City. Clutching a synthetic offspring named Enza, Sam H. Bennett, KMBC sales director, poses for the station's camera. His ailment was a nine-day shot of flu; his talents apparently include histrionic aptitudes.

UP War Discs

NEW SERIES of transcribed shows featuring foreign correspondents has been prepared by United Press and are being provided without cost to UP radio clients. Designed to acquaint listeners with the problems, the men and the methods involved in gathering the news that reaches them daily, discs have already been scheduled by more than 360 stations. Unlike the last year's series the current shows provide time for beginning and ending local-station promotional tie-ins. A script, carrying suggested local announcements accompanies the platters, as well as matted advertisements, describing each of the programs, designed for use in newspapers or station house organs.

First Brewery on FM

REPORTED to be the first brewery in the country to buy time on an FM station, the Miller Brewing Co., Milwaukee, recently purchased a newscast series to run daily, except Sunday, over W55M, the *Milwaukee Journal* FM outlet. Charles Kennedy, W55M sales manager, closed the 52-week schedule through H. C. Mulberger Inc., with Carl A. Toepfer as account executive.

W69PH Goes to 10 kw. On Commercial Basis

W69PH, PHILADELPHIA, FM adjunct of WCAU, on Dec. 1 started transmission on 10,000 watts. After 30 days of test transmission, W69PH started its regular schedule of commercial FM broadcasts with two sponsors — Henry Hurst, local linen shop, for daily spot announcements, placed direct, and the *Philadelphia Inquier*, for twice-daily newscasts, placed direct. With studios located in the WCAU Bldg. and tower atop 1616 Walnut St. Bldg., W69PH operates 2:58 to 9:05 p.m. daily.

W53PH, WFIL's FM station had started daily operation Nov. 10, and will use 10,000 watts about Dec. 15, it was announced by Roger W. Clipp, vice-president and general manager. The FM outlet is operating with a temporary 1,000-watt transmitter.

FM for Baltimore

BALTIMORE's first commercial FM station was authorized last Wednesday when the FCC issued a construction permit for high-frequency facilities in the Monumental City to The Baltimore Radio Show, Inc. Permittee is also licensee of standard broadcast station WFBR. Grant specified use of the 45.9 mc. channel to serve a area of 5,500 square miles. The FCC to date has authorized a total of 61 FM stations.

New Opera Line

W59C, Chicago FM station, has arranged with Illinois Bell Telephone Co. for a new type of transmissio using special wire and amplificatio equalizers so the station can carr MBS Chicago Opera broadcast from a remote pickup. New equipmen permits transmission of tones rangin from 20 to 15,000 vibrations pe second.

KATZ AGENCY has been appointe representative for WTAD, Quincy, Ill Station operates on 930 kc. with 1,00 watts.

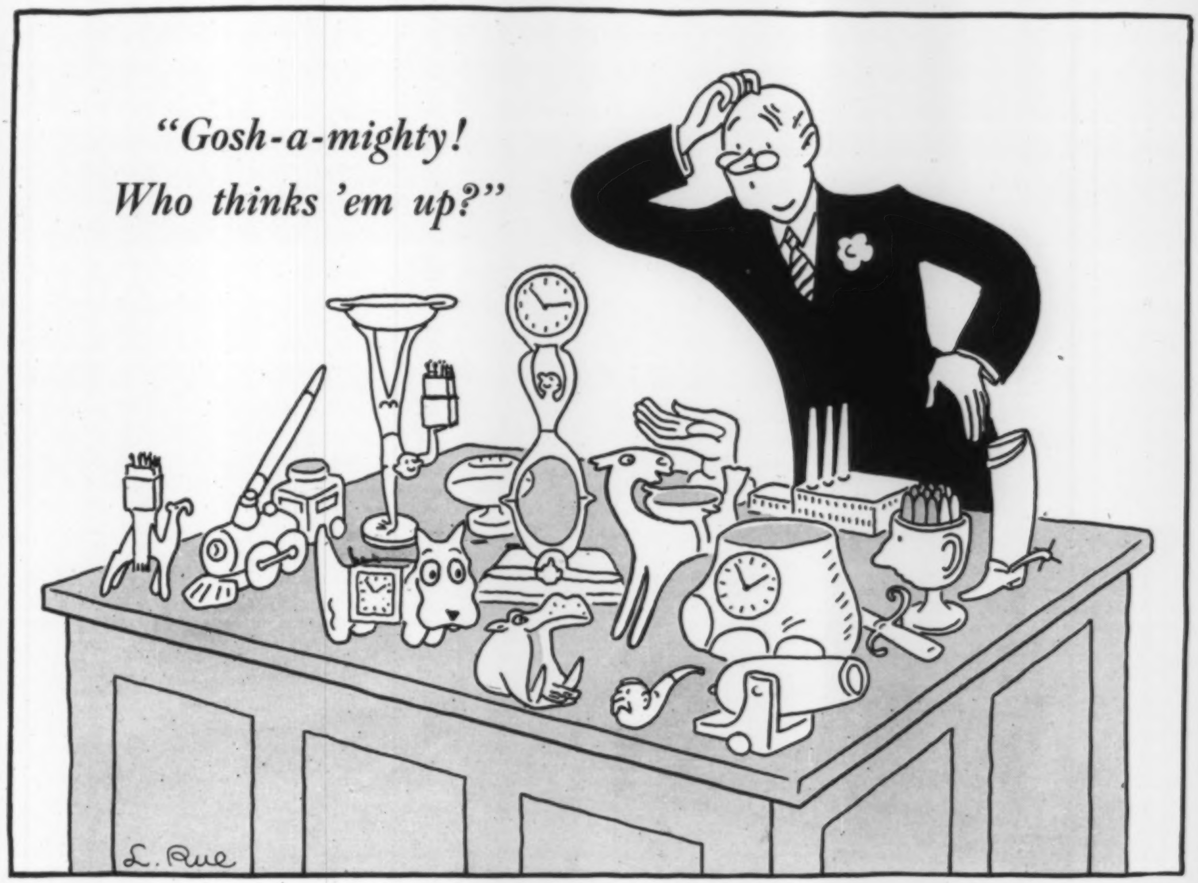
REL
FM's PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.
Long Island City, N. Y.


"Gosh-a-mighty!
Who thinks 'em up?"
L. Rue

A long-suffering executive speaks his mind

"AH ME! It happens every year, just about this time—when firms we do business with start sending me Christmas gifts.

"I don't know why they do it. They don't have to. I certainly don't ask them to.

"Over the years, I've accumulated brass toadstool paperweights and non-running clocks—one even set into an elephant's foot. A horse that whistles and holds cigarettes . . . a streamlined train that's a penholder. And a cigar lighter that plays *Yankee Doodle* but won't light. Gosh-a-mighty! *Who thinks 'em up?*

"Most of the gorgeous gadgets people give me cost too darn much money just to throw them away. And besides, only an ungrateful heel would do a thing like that. But brother, I'm getting desperate! I'll either have to build a Gadget Annex to my office or—say! I've got a *better* idea . . .

"If my business friends insist on giving me a Christmas remembrance, why, oh why don't they make it a bottle or so of my favorite whiskey—Four Roses!

"There's the solution to the whole problem! I can take a bottle of Four Roses home with me . . . pull out the cork . . . and pour some out for my good friends to share with me. What's more, I wouldn't be expected to keep a Four Roses bottle on my desk all year, just in case the man who gave it to me drops in.

"Boy, wouldn't it be great if I could jiggle just *some* of the packages that land on my desk this Christmas and hear 'em gurgle!"

Holiday
HAPPY NEW YEAR
FOUR ROSES
FOUR ROSES

Four Roses is a blend of straight whiskies—90 proof. Frankfort Distilleries, Inc., Louisville & Baltimore.

SIMPLIFIED SCIENCE for the layman is the aim of *Ask the Scientist*, claimed the only program of its kind originates from the campus of Syracuse U and is heard over upstate New York stations: WSYR, Syracuse; WWNY, Watertown; WJIN, neth G. Bartlett as moderator, the science board of the program an- Jamestown; and WHLD, Olean. Consisting of a chemist, physicist, geneticist, zoologist, and Prof. Ken- geologist, bacteriologist, forester, swers from 12 to 15 listeners' questions each broadcast.

* * *

Mock Senate

BROADCAST by WKBN special events department of the Third Annual Student Congress, sponsored by the National Forensic League, attended by students of 16 high schools of Eastern Ohio in Youngstown, O. has resulted in a regular series under the title, *Student Congress*. "Senators" from five local high schools will air their sentiments on mock bills based upon current topics and problems, the mock Congress sessions to be presided over by Jack Jurey, outstanding young orator as "President" of the "Senate".

Purely PROGRAMS

State's History

WEEKLY half-hour broadcast dramatizing the history, industry and cultural development of the State of Washington has been started on KIRO, Seattle. Local talent is used, with theme and transition music written by U of Washington students under supervision of George McKay, instructor and composer. Each program is to be devoted to a particular locale, with scripts written by graduate students in creative writing under direction of Dr. George Savage, instructor.

* * *

Jobs and Faces

MEMBERS of the studio audience are told what vocations they should pursue according to their facial anatomy on *The Job Detective*, weekly half-hour series on WMCA, New York, conducted by Bernard Haldance, vocational counselor and personnel consultant, who reports a better than 70% record of accuracy in placing job-seekers according to "face readings".

WOR News Dramatization

FOR THE FIFTH successive year, *Nineteen Forty One in Review*, dramatization and re-enactment of the major events and trends of the year, will be presented over WOR, New York, Dec. 28, 7:45-8:45 p.m. Prepared by Alvin Josephy and produced by Robert Louis Shayon the show will present analysis of major news by WOR and MBS experts. Showing the trend of the United States from an "arsenal of democracy" to an active naval belligerent in a year of war, the program will include recordings of the voices of President Roosevelt, Winston Churchill, Senator Wheeler, Lord Halifax, Verne Marshall and many others. Narrator of the program has not yet been selected.

* * *

Holiday Greeting

FOR an elaborate *Community Christmas* feature, to be broadcast Christmas Eve from 8:30-9:30 p.m., WTRY, Troy, N. Y., has sent its special events staff on visits to the offices of local dignitaries, as well as rehearsals and meetings of local musical groups, to transcribe Christmas greetings and music. Including a greeting from Gov. Herbert H. Lehman, the program will present talent from Troy, Albany and Schenectady, messages from the three Mayors and presidents of colleges in the Tri-City area.

* * *

Santa Interviews

CHRISTMAS PARTY for youngsters is being held every Saturday, 12:45-1:15 p.m. over WROK, Rockford, Ill., sponsored by Olsen-Ebann Jewelry store, Rockford, sponsors of "Man on the Street" show. Program is heard from jewelry store front where St. Nick distributes sacks of candy to sprouts.

* * *

March of Truth

PROMINENT speakers representing various religious denominations appear on a sustaining quarter-hour public service program, *Truth Marches On*, weekly on WAAF, Chicago, starting Dec. 5. Program, a roundtable discussion, is to be established as a "national conference of Christians and Jews".

* * *

Tax Chats

AS A SERVICE to taxpayers WTMJ, Milwaukee, has invited Frank Kuhl, Collector of Internal Revenue for Wisconsin, to conduct a series of tax programs to start Dec. 15. Designed as friendly chats with the average taxpayer, Mr. Kuhl will answer questions about taxes.

THE BIG IDEA in this case is to reduce, and WMIN, St. Paul, calls its game Reedooso. The program is heard 8:45-9 five mornings a week, sponsored by Zinsmaster Baking Co. It is played with an ordinary deck of cards and is fashioned after Pick-up, old parlor game. Announcer Connor gives direction to the ladies, perhaps telling them to drop a pack of cards on the floor and pick up the queens, aces, nines, etc. The girls are supposed to bend from the hips, with knees straight.

Servicemen's News

DISCOVERING that the station's new 50,000 watt antenna was making programs receivable in such far-off spots as the Aleutian Islands, Hawaii, Alaska, British Columbia and Samoa, KSTP Minneapolis, has launched a news program, *News From Home*, directed to Minnesota servicemen stationed in distant camps. Inspired by telephone calls and letters from mothers of the boys in St. Paul and Minneapolis, the informal, gossipy program enables the boys to get home news six days earlier than by mail.

* * *

Choice of Answers

LISTENERS have a choice of answers on *Take Your Pick*, new quiz series sponsored by Kay Jewelry Co. on KLZ, Denver. Wes Battersea telephones listeners, poses a question and then reads several possible answers. Listeners choose one of the answers, with merchandise from sponsor's store as a prize for correct answers. With the new thrice-weekly show, Kay's now sponsors 10 quarter-hours weekly on KLZ.

* * *

Child Artist

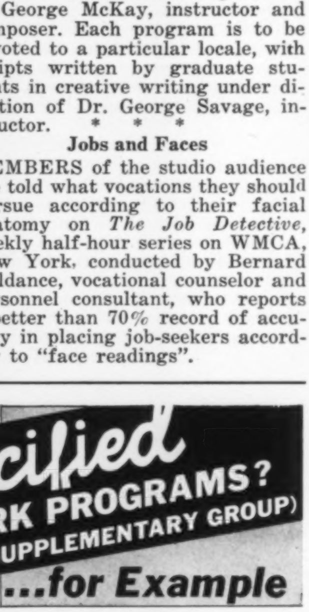
A CHILD ventriloquist and her dummy, Judy Splinters, made their bow on a four times weekly commercial radio program on KGO San Frincisco recently. She is 14 year-old Shirley Dinsdale, a high school student, sponsored by O'Connor, Moffatt & Co., large department store. Agency is Ruthrauff & Ryan, San Francisco.

Why is WMBD Specified for NETWORK PROGRAMS? (FROM CBS BASIC SUPPLEMENTARY GROUP)

THE HEART OF ILLINOIS

...for Example

By PHILIP MORRIS & CO.



PHILIP MORRIS & CO. has two outstanding CBS Network programs—and WMBD carries *both* of them. It all started back in February, 1937, when PHILIP MORRIS specified WMBD for their program, "Johnny Presents", advertising PHILIP MORRIS CIGARETTES—*in addition* to a nearby metropolitan station. Now, WMBD is an outlet in addition to CBS Basic—for . . .

"Crime Doctor" for PHILIP MORRIS CIGARETTES

"The Philip Morris Playhouse" for PHILIP MORRIS CIGARETTES

Here's why . . .

In "Peoriarea" (covered effectively by WMBD *only*) 89.3% of a total of 154,300 families own radios. Family buyers spend $37,282,000 annually in 2,057 local food stores. Every one of the population in Peoria County *alone* spends $69.00 *more* in retail stores than the average Illinoisan. And "Peoriarea's" population is balanced almost 50-50—urban and rural. Be sure to specify WMBD as an additional outlet for your message—for WMBD is the favorite of "Peoriarea's" listeners!

FREE & PETERS, Inc.
Exclusive National Representatives

5000 WATTS DAY
1000 WATTS NIGHT

TEST SPOT OF THE NATION

MEMBER CBS NETWORK

WMBD
PEORIA, ILLINOIS

IN PHILADELPHIA

Win Friends Influence Listeners

SELL THROUGH WFIL

58 Stations Used o Promote Book

ge List Is Signed to Push lume on Income Taxes

SUCCESSFUL has been the mpaign started in September by mon & Schuster, New York, for s book *Your Income Tax* that the iginal list of 100 stations has en increased to 458. Five and 15-inute programs are used daily d will continue until Feb. 28, 42. Edwin A. Kraft, manager of rthwest Radio Adv. Co., Seattle, hich handled the account, stated:

"We believe this is the most comprehensive campaign ever released y a publisher to advertise a single ook. Approximately $150,000 will e spent for station time." Following is the station list:

KXA
WPEN
KQW
WAAF
WAAT
CKLW
WHDH
WRVA
KWFT
KMPC
KFRC
WMMN
WWRL
KSL
WAVE
KHQ
KVOR
KFEQ
WDEL
WCAR
KGGF
KINY
WHK
KIRO
WJR
KXA
WEW
KSFO
WCPO
WPRO
KFEL
KFBS
WHAS
WHO
KGHL
WWL
KYA
WDBO
KTFI
KSEI
KFBK
KSOO
KROW
KOB
KCMO
KWJJ
WINX
KPO
WBZ
WLW
WHAM
KOA
WTAM
KDKA
WLS
WGAR
WCBM
WINN
WKAT
WMIN
KUTA
KLX
WOL
KTKC
WCAO
WFBR
WCFL
KFOX
KFVD
KFWB
KFYR
KHJ
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WGST
WING
KGVO
KUJ
WREN
KYW
WCKY
WOR
WGN
KANS
KCKN
KDYL
KFAB
KFNF
WSFA
KITE
KOWH
KVAN
KWTO
WBCM
WBNS
WDAE
WDBJ
WEAU
WEBR
WEEU
WFBL
WHB
WHBU
WHFC
WICA
WISE
WJJD
WMBR
WSMB
WTOC
KGDM
KGER
KIEM
KMJ
KOH
KTRB
KOY
WCLO
WLAW
WSPR
WKZO
WTOL
WKBN
KOMA
WLAK
WLOL
KVI
WHEB
WKBH
WFBM
KQV
WCLE
KROC
WOV
WAGE
WSOY
WBYN
KHAS
WWDC
WIBA
KFJZ
WADC
WBAX
WCSC
WPIC
WBIG
WHKC
WKMO
WMRN
WEBQ
KOL
W43B
KWLK
KLS
KEVR
WTAX
WNBZ
WTEL
KRJF
KDON
KELA
KFDM
KFH
KFKA

KFOR
WCOA
WCSH
WDEV
WEMP
WEST
WHIO
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WIP
WIRE
WJAS
WJBK
WISH
WITH
WKNE
WLLH
KABR
WEEI
WMT
WEAN
WJAR
WJBO
WAPO
WNAC
WXYZ
WDOD
KGLO
WRR
WFEA
WSPD
WBNX
WNBC
WLAC
KMBC
WTRY
KRKD
KLZ
KGKO
WICC
WWNY
KTRH
KFAC
WHAZ
WHOM
KPMC
WSAI
KPAC
WSPA
KTMS
KFPY
WSVA
WJPR
KARM
KATE
KDAL
KFSD
KFXD
KGA
KGBX
KGDE
KGEZ
KGFW
KGHF
KGHI
KGNF
KLPM
KLUF
KMAC
KMED
KMLB
KMYC
KOME
KNOW
KOOS
KPQ
KRE
KRGV
KSLM
KSO
KTAR
KTBS
KTSA
KUOA
KVOA
KVOS
KWAT
KWK

KXYZ
WKBB
WKBO
WKBZ
WKIP
WKNY
WKOK
WKY
WLNH
WLOF
WLOK
WMAN
WMAS
WMAZ
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WMBS
WNBF
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WTAD
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WPAT
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KXRO
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WHBF
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WFHR
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WNLC
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WHAI
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KWFC
KHSL
KPRO
KMYR
WTHT
WRUF
WQAM
WTSP
WALB
WEDC
WLBC
KROS
KRNT
KDTH
KVFD
KGNO
KSAL
WHYN
WELL
WJLB
KWNO
KWOC
KOIL
WOW
WMUR
WRAB
KVSF
WABY
WOKO
WHCU
WGNY
WOLF
WWNC
WRAL

SOCONY NEWS on WOWO was discussed at the Fort Wayne station recently by station, sponsor and agency officials. Lined up in front of photomontage in studio are (l to r) George C. Oswald, Kansas City, account executive of J. Sterling Getchell Inc.; C. A. Snyder, Getchell radio director in New York; Franklin Tooke, former WOWO-WGL program director; Roy B. Dill, advertising manager of Socony Vacuum Oil Co.

CKLW IS Given Right To Handle Swing Series

AS A RESULT OF negotiations between MBS, the CBC and the Canadian Censorship Coordination Committee, which formerly banned American news analysts from Canadian stations, Raymond Gram Swing, Mutual news analyst, is now heard Monday through Thursday at 10 p.m. in areas of Canada served by CKLW, Mutual Detroit-Windsor affiliate.

The CBC Board of Governors, acting on a resolution made to them by J. E. Campeau, general manager of CKLW, and Fred Weber, Mutual general manager, decided to allow Swing to broadcast, finding that censorship regulations having to do with broadcasting information of value to the enemy are inapplicable to the Mutual commentator. Swing advised Mutual and CKLW that he will comply with Canadian regulations.

Treasury Tribute

TO HONOR companies which have installed the Payroll Allotment Plan, public tribute will be aired by the U. S. Treasury in connection with the Defense Savings Program. Beginning Dec. 8, Larry Elliot, who regularly announces the three Treasury radio programs, will read a message from the Department on the *Telephone Hour*, sponsored by the American Telephone & Telegraph Co. over NBC-Red from 8-8:30 p. m. EST. At a later date a smiliar message will be included on the Major Bowes program sponsored by Chrysler Corp. Other companies will be honored on later dates.

WSJS
WIBC
WIND
WIS
WISN
WJAG
WMEX
WNAX
WORL
WWSW
WSUN
WTAR
WTCN
WTAQ
WINS
KIT
WEBC
WTAG
WKST
WFMD
WKRC
KVEC
KMTR
WFAA
WTIC

KRLD
KFMB
KGMB
KIDO
KLO
KLRA
KMMJ
KPRC
KSRO
KTHS
KXL
WBEN
WMBD
WMC
WMCA
WNOX
WOOD-WASH
WORC
WORK
WOWO
WTNJ
WWVA
WBOW
WCAE

WCAM
WACO
WAKR
WARM
WATR
WCOL
WDRC
WENY
WESX
WFDF
WFPG
WGAL
WGH
WGL
WHBC
WHDF
WHOP
WIBM
WIBU
WILM
WIZE
WJBW
WJIM
WJNO
WJTN

WJW
KDLR
KFJM
WISR
WTMA
WFBC
WORD
KELO
WTJS
WJHL
WROL
WMPS
KGNC
KBWD
KRIS
KROD
KFRO
KABC
KRRV
KCMC
WHIS
WHBL
KDFN
KSAN
WNAB

Gardner in 1942

GARDNER NURSERY Co., Osage, Ia., on Dec. 15 will start its 11th radio year with the first of a series of new transcriptions featuring new plants for spring delivery. About 150 stations will be used and this number will be gradually increased to 300 during the peak of the spring shipping season. According to Edwin A. Kraft, manager of Northwest, which handles the account, approximately $300,000 will be spent on advertising by Gardner during 1942, the bulk of it going to radio.

KSTP, St. Paul, is installing a 35-kw. gas-driven generator plant in its transmitter building. Designed to operate the station's auxiliary transmitter, the emergency power source in event of a line failure starts automatically.

NO BIG WHOOPEE IN JAMBOREE (Ky.)!

No mon', no fun—so if you're fixing to go on a sales spree, you can overlook Jamboree, Picnic and Hot Time (Ky.). But don't pass up the Louisville Trading Area, where you can have a whee of a time every day of the year! This Area, for instance, has 25% *more* income tax payers than the rest of the State combined—33% *more* effective buying income! And it's covered completely by WAVE—at a cost so low you can carouse continuously! Shall we start the brawl rolling?

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K. C. . . N. B. C. Basic Red
FREE & PETERS, INC.
National Representatives

BUYERS SEE RED
. . . when they think of Richmond

And that means WMBG—the Red Network outlet in Richmond. For WMBG offers you the best in the Red and the best in the local field—plus specialized merchandising knowledge of Richmond.

WMBG offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG
RED NETWORK OUTLET · RICHMOND, VA.
JOHN BLAIR CO., REP.

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES
Is Rounding Out the Busiest Year in Its Fifteen Years of Existence. Advertisers Would Be Well Advised to Make Their Fall and Winter Bookings AT ONCE.
U. S. Representatives:
WEED & COMPANY
New York City

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time production staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend . . . Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.
or THE FOREMAN CO., NATIONAL REPS.
CHICAGO • NEW YORK

365,000 people make the Youngstown metropolitan district the third largest in Ohio.
WFMJ
Has more listeners in this rich market than any other station.
Headley-Reed Co.
National Representatives

KFRU
COLUMBIA
In the heart of Missouri!
Strategically located to do a big selling job for the advertiser. A Blue Network station with an exceptional reputation for public service.
1400 KC. ★ 250 Watts

Agencies

THOMAS H. HUTCHINSON, formerly with the Rockefeller Committee on Inter-American Cultural Relations and previously program director in NBC's television division, has joined the radio department of Ruthrauff & Ryan, New York.

STANLEY HOLT, New York account executive of Wm. Esty & Co., was in Hollywood for launching Dec. 5 of the weekly CBS Christmas series, *Shirley Temple Time*, sponsored by Elgin National Watch Co.

W. B. RICHARD PEARSON, formerly account executive of Cesana & Assoc., Hollywood, has joined Erwin, Wasey & Co., that city, in a similar capacity.

CONNER Co., San Francisco, recently moved from the Russ Bldg. to 116 New Montgomery St., doubling its quarters.

MAURICE C. LODGE, for the last five years with M. E. Harlan Adv., San Francisco, recently joined D'Evelyn & Wadsworth, San Francisco.

ELMER NEILSEN, formerly with the *San Rafael* (Cal.) *Independent*, recently joined the Leon Livingston Adv. Agency, San Francisco.

LARRY GRISWOLD, formerly advertising manager of the *Sacramento* (Cal.) *Union*, recently opened the Griswold Adv. Agency in that city, with offices in Capitol National Bank Bldg.

A. W. SPENCE Jr., formerly account executive of Lord & Thomas, New York, has joined Ivey & Ellington that city, in the same capacity.

JOHN ANTHONY, formerly copy chief of Kelling & Co., Indianapolis, has joined the copy department of BBDO, New York.

JOHN WHITMORE, former program manager of WLOF, Orlando, Fla., has joined the radio department of Compton Adv., New York, as a program supervisor.

JERRY BROTMAN account executive of Lloyd's Adv., Los Angeles agency, has taken on additional responsibilities of radio director.

JAMES C. McCORMICK, formerly account executive of Associated Adv. Agency, Los Angeles, who was inducted into the Army eight months ago, has returned to civilian life and will resume activity in radio advertising.

CAPT. B. E. HOWARD, for the last nine months on active Army duty at Camp Haan, Cal., has returned to Minneapolis and Campbell-Mithun Inc. as creative chief of the agency. Capt. Howard had been with Campbell-Mithun for three years before going into active service.

ED DEXTER, formerly in the copy department of Young & Rubicam, New York, has joined Compton Adv., New York, in an executive capacity.

WILLIAM H. OHLE, formerly of Wilding Picture Productions, Chicago, and manager of *The Lake Forester*, Lake Forest, Ill., has joined Needham, Louis & Brorby, Chicago.

STUART REYNOLDS, formerly advertising executive of General Mills, Minneapolis, has joined the San Francisco office of Erwin, Wasey & Co.

HARRY A. SHINNICK, formerly with Ketchum, MacLeod & Grove, Calkins & Holden and N. W. Ayer & Son, has joined Richard A. Foley Adv. Agency, Philadelphia.

H. V. KALTENBORN, NBC news analyst, recently signed for a series of newsreel features for release in Telenews theatres.

Mrs. Murphy Is Named Long Agency Radio Head

MRS. GERTRUDE B. MURPHY, former account executive, has been appointed director of radio for the Long Adv. Agency, San Francisco and San Jose.

Mrs. Murphy

Mrs. Murphy, a Mount Holyoke College graduate, and member of Phi Beta Kappa honorary fraternity, joined the agency in 1931, specializing in radio. For nearly five years she has written script and commercials for an outstanding network show. Earlier experience included the position of advertising manager of one of San Francisco's important women's stores. Her radio experience dates from 1928 when as "Dorothy Dean" she initiated a series of daily broadcasts over KQW, San Jose.

2% For Advertising

APPROXIMATELY $1,700,000 or 2% of the national income will be spent in advertising in 1941, according to Dr. L. D. H. Weld, director of research of McCann-Erickson, New York, in a talk on "The Importance of Advertising," recently broadcast on CBS. Advertising expenditures, he pointed out, are only about 1% of the final price of all goods and services in the sale of which advertising is used, and will amount this year to only about $13 per capita, against $19 per capita in 1929 and compared to Federal Government taxes this year of about $57.50 per capita.

Canada's Radio Fund

CANADIAN Broadcasting Stations on Nov. 27, sent to Winston Churchill the first instalment of £1,000 raised by the stations through the sale to listeners of a short illustrated biography on the life of Britain's wartime Prime Minister. The Canadian Assn. of Broadcasters earlier this year had set up with government sanction the Churchill Fund for British War Victims, so listeners to Canadian stations could contribute to Britain's war sufferers. The letter to Winston Churchill accompanying the cheque for £1,000 was signed by Glen Bannerman, CAB president and general manager.

Spots for New Book

WILLIAM H. WISE & Co., New York (books) will start an extensive campaign over approximately 100 stations about Jan. 5, 1942, to advertise a new book now being printed. Account is handled by Northwest Radio Adv. Co., Seattle.

SUIT for $150,000 claiming alleged breach of contract brought by Alonzo Deen Cole against Phillips H. Lord, production agency, came to an end Nov. 19 after three weeks' trial in New York Supreme Court when the jury, after five hours' deliberation could reach no agreement.

SHAKEUP PLANNED FOR P&G SERIALS

PROCTER & GAMBLE Co., Cincinnati, during the latter part of December will make a general shake-up of several of its Monday-through-Friday serials, dropping two, shifting the same number and adding a rebroadcast of a third in one of the vacated spots.

Guiding Light, on NBC-Red 3:30-3:45 p.m., will be dropped after the broadcast of Dec. 26. Handled by Pedlar & Ryan, New York, for Camay soap, the serial, according to an earlier announcement by P & G, was to have been shifted to Compton Adv. for White Naphtha soap [BROADCASTING, Nov. 17]. As of the same date P & G will drop its special six-station hookup for *The O'Neills* on NBC-Red, 12:15-12:30 p.m. but continue the series on its 5:30-5:45 p.m. spot on 34 CBS stations, for Ivory soap through Compton.

P & G will shift *Right to Happiness* on 46 CBS stations, 1:30-1:45 p.m. from Crisco to White Naphtha and move it to the spot now occupied by *Pepper Young's Family*, on 67 NBC-Red stations, 11:15-11:30 a.m. for the latter product. *Pepper* takes over the *Guiding Light* spot, changing over to Pedlar & Ryan for Camay, as previously announced [BROADCASTING, Nov. 17]. For Crisco, P & G will fill the *Right to Happiness* spot with a repeat of *Vic & Sade* originallly aired 3:45-4 p.m. on NBC-Red. Both Crisco and White Naphtha are handled by Compton.

It is understood that some agencies have already bid for the *Guiding Light* serial for certain clients.

To Launch P&G Show

GILBERT RALSTON, program manager of Compton Adv., New York, will leave in two weeks for the West Coast to supervise production of the agency's new show for Procter & Gamble Co., Cincinnati. The program, titled *Hap Hazard*, starts Dec. 30 for a three-week period on West Coast CBS stations, and on Jan. 20 goes to a full CBS network [BROADCASTING, Dec. 1]. John McMillin, radio director of Compton, and William Ramsey, radio director of P&G, also are planning to go to the Coast the end of the month.

AAAA Councils to Meet

AMERICAN ASSN. of Advertising Agencies has announced that the 1941 convention for its eastern division will be held Dec. 9 at the Hotel Waldorf-Astoria, New York, while the Central Council convention will take place Dec. 11 at the Lake Shore Athletic Club, Chicago.

GET A LINE ON THE GATES LINE
OF BROADCASTING EQUIPMENT FOR 1942
SEND FOR YOUR CATALOGUE NOW
GATES
QUINCY, ILLINOIS, U.S.A.

ISCUSSING PROGRAMS before opening of the NAB district meeting n San Francisco were (l to r), Charles Morin, CBS, San Francisco; Ralph R. Brunton, KQW-KJBS, San Francisco; NAB President Neville Miller; Art Kemp, CBS, San Francisco, and Will Thompson Jr., KROY, Sacramento.

NAB Districts on Coast Hold Meetings To Discuss Current Industry Problems

N A SPLIT session, broadcasters f NAB District 17 met last Mon- ay and Tuesday at Portland, Ore., nd Seattle. As at preceding dis- ict meetings, national defense, gislation, music and corollary roblems were chief topics of dis- ussion.

The Monday session at Portland, ith District Director Harry pence, of KXRO, Aberdeen, ash., presiding, featured appear- nces by NAB President Neville iller; Mayor R. Earl Riley; ieut. Comdr. G. F. DeGrave, .S.N.; Paul Connet, KGW-KEX; ee Bishop, KMED, Medford; Carl averlin, BMI; Jerry King, Stan- rd Radio; C. P. MacGregor; alph Wentworth, Lang-Worth; rank E. Pellegrin, director of the AB Department of Broadcast dvertising. Director-at-Large C. . Myers, KOIN-KALE, and rden Pangborn, KGW-KEX, were charge of local arrangements.

The District 15 meeting also was ld in San Francisco Nov. 28-29. uring the meeting President iller outlined radio's defense ser- ices in a talk on "Radio & the ational Defense", broadcast on SFO and KPO, and transcribed r rebroadcast on other stations the district.

Others to be Held

The only remaining district etings scheduled are District 4, Dec. 8-9, Albany Hotel, Den- er; District 11, Dec. 11-12, Hotel ollet, Minneapolis; District 9, 15-16, Palmer House, Chicago. District 3 meeting is not to be until after the first of the .

ttending the Portland one-day on were:

W. McCready, KVAN; Sheldon Fred , KVAN-KOOS; J. Elroy McCaw, ; Frank L. Hill, KORE; H. S. n, KXL; C. W. Myers, KALE; H. Connet, KGW-KEX; Ted Koore- KALE; James C. Wallace, KAST; E. Stone, KOOS-KVAN, KLBM; Harry ckendahl, KOIN-KALE; Clare C. , KVAN; Curt Phillips, KIDO; John- alker, KALE; Walter L. Read, KINY; E. Couche, KOIN-KALE; Frank H. , KBND; Harris Ellsworth, KRNR; Chet Wheeler, KWIL; Frank H. Coffin, KWLK; Arden X. Pangborn, KGW-KEX; Barney Kentworthy, KODL-KWRC; Harry R. Spence, KXRO; Glenn Howell, KODL; Glenn McCormack, KBKR; Mrs. Francis Symons, KXL; Lee Bishop, KMED; L. W. Trommlitz, KORE; C. O. Chatterton, KWLK; H. Quentin Cox, KGW-KEX; Marshall H. Pengra, KRNR; Fred G. Goddard, KXRO; Jennings Pierce, NBC, and Bob Schuetz, NBC Thesaurus.

G. L. Call, Graybar Electric Co.; Carl Haverlin, BMI; A. M. Case, Graybar Electric Co.; Jack Gale, United Press; Frank E. Pellegrin, NAB; Jim Wallace, Graybar Electric Co.; C. P. MacGregor; Jack Frost, RCA Manufacturing Co.; Leonard D. Callahan, SESAC; E. J. Gough, SESAC; Ralph Wentworth, Lang-Worth; Jerry King, Standard Radio, and Neville Miller, NAB.

Attending the Seattle session were:

Arthur Gerbel, W. B. Stuht, Charles Lyman, Birt F. Fisher, KOMO-KJR; Cole Gentry, Bill Warren, Hugh Feltis, Peter Bailie, Frank B. Sheehan, Bill Gavin, Bob E. Wylie, KPQ; Michael J. Mingo, KTRN; Art Moore, Paul F. Benton, KMO; W. L. Paul, Dean Sherman, F. L. Thornhill, Merrill Inch, KINY; Archie Morton, Phil Reilly, Loren B. Stone, Gordon Tuell, Maury Rider, H. J. Quilliam, KIRO; George R. Wilhelm, O. A. Runchey, KOL; Harvey Wixson, KHQ-KGA; Romig C. Fuller, KRSC; Rodney McArdle, Elmer J. Holmberg, Harry R. Spence, Fred G. Goddard, KXRO; Tom Olson, KGY; R. G. McBroom, KFIO; Florence Wallace, KXA; Earl T. Irwin, Vernice Irwin, KVI; Tom H. Schafer, KRKO; Richard S. Downie, KEVR; Lloyd Wallgreen, Cliff Hansen, KEVE; Ed J. Jansen, KTBI; Jennings Pierce, NBC, and Bob Schuetz, NBC.

Gerald King, Standard Radio; Carl Haverlin, Broadcast Music, Inc.; Leonard D. Callahan, SESAC; Hal Pearce, Standard Radio; Neville Miller, NAB; C. P. MacGregor, E. J. Gough, SESAC; Willis S. Dunniway, Phil R. Curran, United Press; Ralph Wentworth, Lang-Worth, and Frank E. Pellegrin, NAB.

A feature of the Seattle meeting last Tuesday was a joint luncheon meeting with the Seattle Advertising Club, at which President Miller delivered an address on radio's part in defense, which was broadcast on KJR, KOL and MBS in the Northwest. Hugh M. Feltis, commercial manager of KOMO-KJR, is president of the Ad Club.

At San Francisco

Attending the San Francisco meeting were:

George F. Barringer, KHUB; Paul R. Bartlett, KFRE; John Brunton, KQW; Mott Q. Brunton, KJBS-KQW; Ralph R. Brunton, KQW; Sherwood Brunton, KJBS; Eddie Calder, KHUB; Clyde Coombs, KARM; Glenn R. Dolberg, KGO-KPO; Bob Dunn, KSFO, Ernest L. Finley, KSRO; Ed Franklin, KJBS; H. O. Fiebig, KQW; Wilt Gunzendorfer, KSRO; C. S. Harper, KQW; Keith Kerby, KROW; Howard Lane, KFBK; Philip G. Lasky, KROW, Charles Lloyd, KLX; C. L. McCarthy, KQW; Harold H. Meyer, KYA, A. E. Nelson, KPO; J. G. Paltridge, KGO-KPO; S. H. Patterson, KSAN; Leo O. Ricketts, KFBK; J. E. Rodman, KFRE; W. B. Ryan, KPO; Charles P. Scott, KTKC; William B. Smullin, KIEM; Don H. Telford, KUIN; H. E. Thomas, KMYC; William Thompson, KROY; Haan J. Tyler, KSFO; Howard V. Walters, KDON; Eugene N. Warner, KLS; Art Westlund, KRE; Jack Winston, KOH; Bill Beason, KSRO; David H. Sandeberg, KFBK; Arthur J. Kemp, CBS; Jennings Pierce, NBC, and Robert F. Schuetz, NBC.

Dan Bowerman, United Press; Leonard D. Callahan, SESAC; Jack Frost, RCA; Hubert Gagos, United Press; E. J. Gough, SESAC; Carl Haverlin, BMI; Gerald King, Standard Radio; Ed Kirby, War Department; C. P. MacGregor; Neville Miller, NAB; Charles E. Morin, CBA; Frank E. Pellegrin, NAB; Dan Rodgers, Raymond Spector Advertising Agency; Earle H. Smith, Edward Petry & Co.; Hale Sparks, University of California; Lindsey Spight, John Blair & Co., and Ralph Wentworth, Lang-Worth.

NEW CLEAR GROUP MEETING DEC. 18

THE FIRST annual meeting of the Clear Channel Broadcasting Service, representing 16 of the 17 independently-owned Class I-A stations, will be held at the Hermitage Hotel, Nashville, Dec. 18 at the call of Chairman Edwin W. Craig, executive vice-president of WSM.

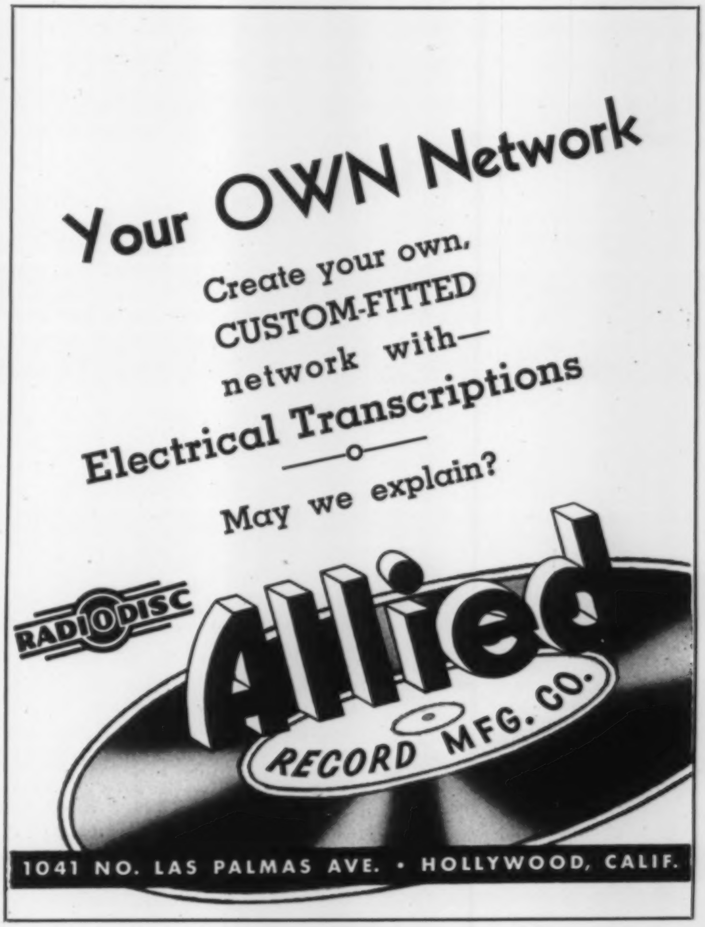
Formed last Feb. 20 to further the interests of Class I-A stations in providing rural and remote coverage, the service has been directed by Victor Sholis, former newspaperman and Department of Commerce executive. Assistant director is Allan Miller, former newspaperman.

All independently-owned stations in the Class I-A group, save KSL, Salt Lake City, are identified with the organization, successor of the Clear Channel Group. Harold V. Hough, executive of WBAP-KGKO, Fort Worth, is treasurer, and with Mr. Craig was instrumental in its formation.

Santly Heads MPPA

LESTER SANTLY has been elected president of Music Publishers Protective Assn. for the coming year by the new board of directors, themsevles elected the week previous at the MPPA annual membership meeting [BROADCASTING, Nov. 24]. Other MPPA officers are: Jack Mills, vice-president; Jack Bregman, secretary, and Richard Murray, treasurer.

"Poor Jock! If only he'd used WFDF Flint Michigan, he could have afforded Florida."



Your OWN Network

Create your own,
CUSTOM-FITTED
network with—
Electrical Transcriptions

May we explain?

RADIODISC
Allied
RECORD MFG. CO.

1041 NO. LAS PALMAS AVE. • HOLLYWOOD, CALIF.

in the CONTROL ROOM

JOHN E. LINDSAY, formerly of WRUL, Boston, and George E. McDonald, previously of WSPR, Springfield, Mass., have been added to the engineering staff of WCOP, Boston.

ANTHONY MAGGIORRE, for the last three years with WWL, New Orleans, has joined the television engineering staff of CBS in New York.

PAUL REVEAL, for ten years night control supervisor of WOR, New York, is on indefinite leave of absence to handle communications work in South America.

RICHARD JAMES, engineer of WOR, New York, is the father of a baby girl, Vivian Lynne, born recently.

JAMES THAYER, transmitter engineer of WSYR, Syracuse, is the father of a boy born recently.

ART GILLETTE, assistant chief engineer of WCKY, Cincinnati, is the father of a baby girl, Gail.

ERNEST LINDEMANN has been promoted to chief engineer of KGMB, Honolulu, taking the post vacated by Eugene T. Goldrup.

DOUG THOMSON, former control operator at CJRC, Winnipeg, is now stationed in South Africa with the Royal Air Force, according to word received in Winnipeg.

SAUL OSIAS and Murray Goldberg, former engineers at WAAT, Jersey City, and WOL, Washington, respectively have joined the engineering department of WNEW, New York.

Signal Corps Advisors Discuss Technical Plans

INCLUDING in its membership leading figures in every branch of the communications industry, the Civilian Technical Advisory Board of the Chief Signal Officer of the Army, Maj. Gen. Dawson Olmstead, held its first organization meeting in Washington last Monday. CTAB is to be divided into sections to work with the Materiel Branch, Operations Branch and the newly-established Coordination & Equipment Division in the Office of the Chief Signal Officer.

Members of the board include David Sarnoff, RCA president and a colonel in the Signal Corps Reserve; Lt. Col. Frank W. Wozencraft, RCA Communications vice-president and general counsel; Col. Edwin H. Armstrong, inventor of the Armstrong wide-swing FM system; Dr. W. R. G. Baker, General Electric Co. vice-president in charge of radio and television; John B. Coleman, RCA Mfg. Co.; William P. Hilliard, Bendix Radio Corp. vice-president; Walter Evans, Westinghouse Radio Division manager; L. C. F. Horle, Radio Manufacturers Assn.

EUGENE E. ALDEN, former chief engineer of KOY, Phoenix, Ariz. and recent assistant chief engineer of WIRE, Indianapolis, Ind. has been appointed chief engineer of WIRE, replacing Earl Lewis.

ART BENZON, formerly inspector for the FCC at Portland, Ore., has joined KIRO, Seattle, as engineer.

HIGHEST UP Christmas Tree is the claim made for this 12-foot evergreen hoisted atop the 180-foot antenna of KROS, Clinton, Ia. It is lighted in four colors, operated in 15-second relays. The antenna stands atop a 64-foot building.

TRANSMITTER RAIDED

But Engineer Didn't Know About 'Maneuvers'

SAM NORIN, engineer on duty at the 50 kw. transmitter plant of KIRO, Seattle, got the scare of his life during recent air raid defense maneuvers. On the late night shift, Norin answered the telephone and was advised the transmitter, located on Vashon Island in Puget Sound, was to be sabotaged. A minute later mysterious visitors burst in with word that saboteurs were loose. After they had departed Norin noticed a group of men stealthily proceeding toward the two KIRO antenna towers.

In a panic he called the sheriff, who astounded him by pooh-poohing his discomfort. "Take it easy?" shrilled Norin. "You mean you're going to let them wreck the station?" The sheriff guffawed. "It's civilian defense maneuvers. They're not wrecking your place, they're saving it. It's all a practice maneuver for the auxiliary police," he explained. Defense officials had forgotten to advise the KIRO engineering staff of its project.

FCC Rules Relaxed

RELAXING requirements on a temporary basis for showing of service in connection with renewal of license, the FCC en banc last Wednesday adopted Order No. 77-A, suspending from Jan. 1, 1942, until further order, but not beyond Jan. 1, 1943, Sections 12.26 and 12.66 of the rules governing amateur radio and Section 13.28 of the rules governing commercial radio operators.

First Day Cropper

NOT ONLY four hours late for work but wiring for money to pay a $17 fine for speeding is the first day record of Maurice O'Connor, new control room engineer of WPAT, Paterson, N. J. Due to begin his new duties at noon last Monday, O'Connor apparently underestimated the distance from Baltimore, his home town, to Paterson. Finding himself 55 miles from WPAT at nearly noon he poured the petrol, only to be hauled up by a police officer. WPAT Chief Engineer Earl F. Lucas received a wire for the $17 fine O'Connor was unable to pay.

WGY Bowlers Win

WGY, Schenectady, won the fir bowling match in a series betwe its team of six and one represen ing WTRY, Troy-Albany. WGY keglers won by 151 pins. The WG winners: Kolin Hager, manager A. O. Coggershell, program dire tor; Bill Purcell, chief engineer Bill Meenam, publicity chief; Al MacDonald, sales, and Howar Tupper, announcer. WTRY's team Bill Riple, commercial manager Al Chismark, chief engineer; Ro Shudt, sportscaster; Cecil Woo land, continuity director; Joh Sutphen, sales, and DeForest Lay ton, engineer.

Graybar Elections

AFFILIATED with the Grayb Electric Co. for the past 30 year A. H. Nicoll was elected preside last Wednesday to succeed F. Ketchum who will become chairma of the board, both positions effe tive on Jan. 1, 1942. Three ne vice-presidents elected were: G. Hessler, D. H. O'Brien and E. Cashman, all having been with th company many years.

Winant at Vichy for CBS

CLINTON WINANT, brother of Jo G. Winant, U. S. Ambassador to En land, and in Europe since the l war on research assignments, has be appointed CBS correspondent Vichy, France. CBS has not broadc from Vichy for about eight mont but will probably do so in the ne future if Winant feels the news wa rants.

SHERB HERRICK, baseball report and announcer of WOKO, Alba N. Y., is now a Chief Petty Offi in the U. S. Navy.

"TALKING OF MEN ABOUT TOWN!"
WSAI

"Put me at the top of the list," says WSAI's Winged Plug, "I cover the place like a carpet! Street car and bus cards, neon signs, news pictures, movie trailers, taxicab covers, downtown window displays, monthly house-organs for dealers and a dozen other items. There's hardly a *program plug* you can name that I don't use to build an audience for my advertisers. Does it work? Well, most of my sponsors are on renewal. That sort of speaks for itself!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

ARIZONA'S FIRST STATIO
First on the di
First with listen
First in results fo
advertisers
KOY
CBS PHOENIX
550
Mail response means sales response—and KOY pulled over 90,000 letters in 1940!
JOHN BLAIR & COMPANY
AFFILIATE STATION WLS CHICAGO

Defense Savings Pay-Roll Allotment Plan

How company heads can help their country, their employees, and themselves

voluntary pay-roll allotment plan	helps	workers provide for the future
	helps	build future buying power
	helps	defend America today

This is no charity plea. It is a sound business proposition that vitally concerns the present and future welfare of your company, your employees, and yourself.

During the post-war period of readjustment, you may be faced with the unpleasant necessity of turning employees out into a confused and cheerless world. But you, as an employer, can do something *now* to help shape the destinies of your people. Scores of business heads have adopted the Voluntary Pay-roll Allotment Plan as a simple and easy way for every worker in the land to start a *systematic* and *continuous* Defense Bond savings program.

Many benefits . . . present and future. It is more than a sensible step toward reducing the ranks of the post-war needy. It will help spread financial participation in National Defense among all of America's wage earners.

The widespread use of this plan will materially retard inflation. It will "store" part of our pyramiding national income that would otherwise be spent as fast as it's earned, increasing the demand for our diminishing supply of consumer goods.

And don't overlook the immediate benefit . . . money for defense materials, quickly, continuously, *willingly*.

Let's do it the American way! America's talent for working out emergency problems, democratically, is being tested today. As always, we will work it out, without pressure or coercion . . . in that old American way; each businessman strengthening his *own* house; not waiting for his neighbor to do it. That custom has, throughout history, enabled America to get things done *of its own free will.*

In emergencies, America doesn't do things "hit-or-miss." We would get there *eventually* if we just left it to everybody's whim to buy Defense Bonds when they thought of it. But we're a nation of businessmen who understand that the way to get a thing done is to *systematize* the operation. That is why so many employers are getting back of this Voluntary Savings Plan.

Like most efficient systems, it is amazingly simple. All you have to do is offer your employees the convenience of having a fixed sum allotted, from each pay envelope, to the purchase of Defense Bonds. The employer holds these funds in a separate bank account, and delivers a Bond to the employee each time his allotments accumulate to a sufficient amount.

Each employee who chooses to start this savings plan decides for himself the denomination of the Bonds to be purchased and the amount to be allotted from his wages each pay day.

How big does a company have to be? From three employees on up. Size has nothing to do with it. It works equally well in stores, schools, publishing houses, factories, or banks. This whole idea of pay-roll allotment has been evolved by businessmen in cooperation with the Treasury Department. Each organization adopts its own simple, efficient application of the idea in accordance with the needs of its own set-up

No chore at all. The system is so simple that A. T. & T. uses exactly the same easy card system that is being used by hundreds of companies having fewer than 25 employees! It is simple enough to be handled by a check-mark on a card each pay day.

Plenty of help available. Although this is *your* plan when you put it into effect, the Treasury Department is ready and willing to give you all kinds of help. Local civilian committees in 48 States are set up to have experienced men work with you just as much as you want them to, and no more.

Truly, about all *you* have to do is to indicate your willingness to get your organization started. We will supply most of the necessary material, and no end of help.

The first step is to take a closer look. Sending in the coupon in no way obligates you to install the Plan. It will simply give you a chance to scrutinize the available material and see what other companies are already doing. It will bring you samples of literature explaining the benefits to employees and describing the various denominations of Defense Savings Bonds that can be purchased through the Plan.

Sending the coupon does nothing more than signify that you are anxious to do *something* to help keep your people off relief when defense production sloughs off; *something* to enable *all* wage earners to participate in financing Defense; *something* to provide tomorrow's buying power for your products; *something* to get money *right now* for guns and tanks and planes and ships.

France left it to "hit-or-miss" . . . and *missed. Now* is the time for *you* to act! Mail the coupon or write Treasury Department, Section A, 709 Twelfth St. NW., Washington, D. C.

FREE - NO OBLIGATION

Treasury Department, Section A,
709 Twelfth St. NW., Washington, D. C.

Please send me the free kit of material being used by companies that have installed the Voluntary Defense Savings Pay-Roll Allotment Plan.

Name ____________________

Position ____________________

Company ____________________

Address ____________________

FLIPPING the switch Nov. 28 on the first relayed broadcast of the *Treasury of Music* program, sponsored by Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., is I. A. Martino, chief engineer of W65H, FM station in Hartford, while other executives of the station assist. They are (l to r): Walter Haase, program manager; Franklin M. Doolittle, general manager, and William F. Malo, commercial manager. The program, heard regularly on WQXR, New York, is now being sent five times weekly by special telephone line from W2XQR, FM station in New York owned by WQXR, to W2XMN, Alpine, N. J., which rebroadcasts the series to W65H.

Advisory Group Voting Is Announced by NBC

RESULTS of the runoff elections for certain districts of the Red and Blue network stations planning and advisory committees were announced last week by NBC, with the two groups representing seven districts scheduled to meet in New York Jan. 6 and 7, 1942, respectively [BROADCASTING, Nov. 24, Dec. 1].

Runoffs in the three Red districts follow: Stanley Hubbard, KSTP, St. Paul, District 3; Harry Stone, WSM, Nashville, District 4, and Ed Yocum, KGHL, Billings, District 6. Blue Network: Allen Campbell, WXYZ, Detroit, District 2; Earl May, KMA, Shenandoah, Ia., District 3; Henry P. Johnston WSGN, Birmingham, District 4. District 6 had not been announced Friday.

RODGER MUELLER, former WGN, Chicago announcer, is now program director of WHBY, Appleton, Wisconsin, replacing Emlyn Owen who is now doing radio work in Ottumwa, Iowa.

PRESTO MAKES A RECORDING DISC FOR EVERY RADIO STATION USE

Select your discs from these 3 types

GLASS BASE DISCS, for the highest quality recordings to be used on the air, made in the 12" and 16" sizes.

STEEL BASE DISCS, for artist auditions, spot announcements and out-of-the-studio recordings, made in the 10" and 12" sizes.

COMPOSITION BASE DISCS, economical for rehearsal of reference recordings, safe to mail anywhere, made in the 10"—12" and 16" sizes.

• • •

All 3 types are stocked regularly by 200 leading radio distributors who can give you immediate delivery. Write today for descriptive folder and the name of your nearest Presto distributor.

PRESTO
RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Ma. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

WHN to Carry Dodger Games Complete Both Home and Away, for 1942 Season

AT THE time WHN, New York, was holding elaborate ceremonies Dec. 1 to dedicate its new 50,000-watt transmitter, the station announced it had signed a contract with P. Lorillard Co., New York (Old Gold cigarettes), for exclusive coverage of all next season's games of the Brooklyn Dodger baseball team, including home and away games.

All games, starting March 15 and continuing up to the 1942 World Series will be broadcast to a finish on WHN even if regularly scheduled commercial or sustaining programs have to be omitted on days when the games run overtime.

Red Barber to Announce

Red Barber, ace sports announcer of WOR, New York, which aired the games last year for General Mills (Wheaties) and Lever Bros. (Lifebuoy), will handle the play-by-play description as in past years under the contract he has with Larry McPhail, president of the Dodgers.

Assisting Barber will be Al Helfer, who has co-announced baseball games with Red for six years and is currently m.c. on the MBS *Spotlight Bands* program for Coca Cola Co.

WHN, on Dec. 1 broadcast an hour-and-a-half dedicatory program to its new transmitter, which makes it as powerful as any independent station in America. Newbold Morris, president of the New York City Council, acting for Mayor LaGuardia, welcomed more than 50 mayors of neighboring cities attending the ceremonies, held at the Barbizon-Plaza Hotel. Bert Lytell and Frank Fay were masters of ceremonies, with other participants including Col. Stoopnagle, Clarence Stroud, Jane Froman, Dick Todd, Joan Edwards, Yvette and music by Dick Ballou and Don Albert's Orchestra.

A highlight of the evening was the presentation of an original play "Announcement From the Admiralty" by the British War Relief, starring Burgess Meredith and Ruth Gordon. Members of the regular WHN staff who participated were A. L. Alexander, Adrienn Ames, George Hamilton Comb Fulton Lewis jr., Fulton Oursler, Clem McCarthy, Dick Fishell and Bert Lee. Herbert L. Pettey, WHN director, gave an address.

The morning of Dec. 2 a special breakfast party was given by WHN in its studios as an "orchestra salute of the world to the station's increase in power." Present were leading orchestra conductors, wh were interviewed on Bruce Wendell's *Music Shop* program, 10:3 a.m.-12 noon.

* * *

WHN, New York, with its boost i power to 50,000 watts has an nounced the signing of nine ne contracts and the renewing o three others. New clients include Hecker Products Corp., New Yor (Force), three 10-minute program weekly titled "Adventure Club featuring Captain Tim Healy; I Rokeach & Sons, New York (con densed soup), three quarter-hour for serial *My Daughter Betty* Simon Ackerman, New Yor (clothier), three quarter-hours o news featuring George Hamilto Combs Jr.; spot announcements b Railway Express Agency, Ne York; Stanback Co., Salisbury N. C. (headache powders); Read ers' Digest Assn., Pleasantvill N. Y.; Procter & Gamble Co., Cin cinnati (Lava soap); Paragon O Co., New York; National Produc tion Co., Detroit (jumper seats) Renewals were spots by Old Dutc Mills Inc., New York (coffee) Simon & Schuster, New York (In come Tax booklet), and Welc Grape Juice Co., Westfield, N. Y

Amos 'n' Andy

PRIVATE OFFICES of Freema Gosden and Charles Correll, locate in the Bank of America Bldg., Bever Hills, Cal., have been converted int a broadcast studio for their five-weekl quarter-hour CBS series, *Amos ' Andy*, sponsored by Campbell Soup C Program is remoted from the dimin tive studio which is equipped wi broadcasting, control, script and r ception rooms. Bill Hay, announce and Gaylord Carter, organist, wo from the CBS Hollywood studios wi the comedy team paying added li charge for the exclusiveness.

BROADCASTS of 12 important rac from the winter meeting at Hial Park, Fla., will be presented exclusi ly on MBS in 1942, starting with t Hialeah Park Inaugural Jan. 14, a ending with the $50,000 Wide Stakes March 7. Track Author Bryan Field will handle the events.

IN
ROCHESTER
IT'S
WHEC
BASIC CBS

474 WFHR LISTENERS
in 16 WISCONSIN COUNTIES
RESPONDED WITH 50 CENTS IN CASH
for a subscription offer
IN 5 SHORT DAYS
as a result of one spot campaign.
For further details write
RADIO STATION WFHR
Wisconsin Rapids, Wis.
Mutual's Outlet in Central Wis.

0 kw. in Waterloo ought by Dumond

etzer, Blair, Godley Among hose Holding Interest

EADED by Joe Dumond, gen-ral manager of the new KBUR, urlington, Ia., and listing among s stockholders such prominent adio figures as John E. Fetzer, perator of WKZO, Kalamazoo, ich., and an NAB director; John lair, Chicago station representa-ive; Paul Godley, Upper Mont-lair, N. J., consulting engineer; d Dan T. Riley and Richard H. lock, president and vice-presi-ent, respectively, of KBUR, the sh Higgins Broadcasting Co. has plied to the FCC for a new 50,-0-watt station in Waterloo, Ia. CP is asked for unlimited hours 1540 kc., a clear channel at esent unoccupied, with a direc-onal antenna.

Stock Ownership

Mr. Dumond, who will relinquish s present position at KBUR if e station is authorized, is presi-nt of the applicant with 50% the common stock issued. Mr. etzer has an 11.6% interest, while r. Blair and Mr. Godley each ave 5%. Messrs. Riley and Plock ong with 13 other residents of aterloo, Ia., all prominent busi-ssmen hold the balance of the ock, with no one individual hav-g more than 2.5%.

Mr. Dumond was manager of e 100-watt WMT, then in Water-o, which he developed under the te Harry Shaw. Subsequently the ation was sold to its present own-rs and moved to Cedar Rapids. ore recently Mr. Dumond was eator and principal in the NBC sh *Higgins of Finchville* series t of Chicago, a daily feature hich he relinquished last May 17 hen he left NBC for his present sition with KBUR.

IT SEEKING an injunction and mages was filed Dec. 1 in New York preme Court by Barney Gerard inst NBC, Standard Brands, J. alter Thompson Co., and the comedy m of Abbott & Costello. Gerard ims plagiarism of two scripts.

FM
with
Simplified
IRCUIT DESIGN
ENERAL ELECTRIC
180-17

GIRLS who live in crowded capital rooming houses provide program material for the *Federal Journal*, sponsored on WJSV, Washington, by Jelleff's women's clothing store. Gunnar Bach (right) transcribes interviews at the girls' rooming houses. Taking part in a YWCA interview are (l to r) Ruth Ohlsson, advertising manager of Jeleff's; Ernie Johnston, account executive of Lewis Agency; four girls, Edith Smith, Mildred Crookston, Elinora Mayfield, Mary Alice Stone. Also taking part in the programs are Jerry Kluttz, *Washington Post* columnist on Federal workers, and the Federal Employe's Council.

'WORLD' SELLS CITY AN AIRPORT

Boomtown Market Study Provides Inspiration For Project in Kansas City

WHEN World Broadcasting System a couple of months back put out its "Boomtown" study [BROADCASTING, Sept. 29], presenting in stark statistical form the story of what the defense program has done to the markets in 231 cities, it pointed out to the buyers of advertising that here were some new markets well worth cultivating and that spot radio was a good cultivator.

Selling an Airport

The logical expectation was that this promotion piece ought to create some spot campaigns which would certainly benefit spot radio and which might even produce some business for World. But there were no expectations that this brochure, good as it was, would result in selling an airport to a city council. Yet, as explained in the following letter from State Senator Bernard L. Glover, of the Seventh Missouri District, that's just what happened.

Gentlemen:

Mr. Russel C. Comer of the Russell C. Comer Adv. Co., loaned me his copy of the brochure, "Boomtown", a study prepared by your organization, with pertinent data on war defense activities.

A glance at the study suggests its importance to every city which may be ambitious to attract new industry.

In this Missouri city, . . . we found ourselves with one airport wholly inadequate to accommodate present aircraft business, to say nothing of providing incentive for aircraft industry to locate here.

So the City Council of Kansas City was moved . . . to consider the acquisition of aditional airport sites, but was confronted with the charge that taxes would be increased, and that there was no assurance that aircraft industry would utilize the new airport.

All doubts were removed when the data from "Boomtown" was produced to show that large appropriations had been made for aircraft plants in other cities much smaller and not as favorably situated.

The "Boomtown" data helped inspire the councilmen to quick action in acquiring a site immediately . . . the Council was convinced it was not only proper, but urgent, that action be taken now. . . . Thanks to "Boomtown" for its convincing and stimulating information.

It would seem to me that advertisers amazing possibilities presented in such would want to take advantage of the "Boomtown" . . .

I feel obligated to the World Broadcasting System for its forethought in assembling data of such great value to municipalities seeking an expansion of business activities.

16 Script Writers Plan Treasury Savings Shows

SIXTEEN of the country's leading script writers have joined in writing a series of five-minute dramatic programs for the Treasury Defense Savings Program, it was announced Thursday by Vincent F. Callahan, chief of the radio section. The series, *On Guard America*, will be released to all stations as a special part of the Treasury's defense Bond and Stamp Campaign.

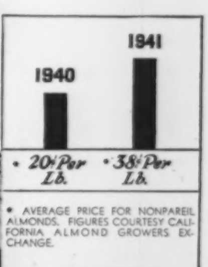
Authors who have contributed to the series are Robert Sherwood, William Saroyan, Elaine Sterne Carrington, Ruth McKenney, Stewart Cloete, Mona Kent, Paul Wing, Gertrude Berg, Ruth Adams Knight, Katherine Seymour, Erna Phillips, Margaret Sangster, Frank Provo, John Picard, C. C. Thomas and Carolyn Darling. Produced under the supervision of Elaine Sterne Carrington, the series will be directed by Dodie Yates.

ADRIENNE AMES, of motion picture fame, will start this week a series of televised movie reviews on WNBT, New York television station of NBC. Series, telecast for 10 minutes each Tuesday afternoon, discusses movies soon to be exhibited in New York, with clips of the pictures' highlights used to illustrate Miss Ames' descriptions.

CALL LETTERS assigned for recent new station grants of the FCC are KWON, Bartlesville, Okla.; WINK, Louisville, Ky.; and KOBR, Brainerd, Minn.

90% INCREASE IN 1941

California farmers reaped a harvest of dollars in 1941. They are ready to spend those dollars now. Wise advertisers will take advantage of this tremendous increase in buying power by using the dominant stations in California's great Interior Valleys -- KFBK, Sacramento and KMJ, Fresno, the favorite stations of California rural families.


1940
1941
• 20¢ Per Lb.
• 38¢ Per Lb.
• AVERAGE PRICE FOR NONPAREIL ALMONDS. FIGURES COURTESY CALIFORNIA ALMOND GROWERS EXCHANGE.

Serving the Rural West

McClatchy Broadcasting Company
REPRESENTED BY THE PAUL H. RAYMER COMPANY
KFBK SACRAMENTO, CALIFORNIA
KMJ FRESNO, CALIFORNIA

These Shows Attract Daytonians:

ADAM HAT FIGHTS
NEW OLD GOLD SHOW
XAVIER CUGAT
HERBERT MARSHALL

of course they're all on

WING THE DAYTON STATION

Nat'l Rep.—Paul H. Raymer Co.

INS

Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".

INTERNATIONAL NEWS SERVICE

Carries more local advertising than any other tri-city station by more than 3 to 1!

WTRY
1000W TROY, N. Y. 980KC
Basic N B C Blue
An H. C. Wilder Station
Represented by Raymer

Showmanship THAT WINS *Intermountain Audiences*

KDYL

the POPULAR *Station*

National Representative
JOHN BLAIR & CO

NBC RED NETWORK

News Is Most Popular in Philippines

Many Native Dialects Used by Stations, Says Vogel

IN MANY respects broadcasting in the Philippines is much like that in the United States, according to George J. Vogel, production manager of KZRM and KZRF, Manila, who is now in New York for his first visit home in seven years. KZRM is a CBS affiliate and a subscriber to the World library service and United Press news.

Its most popular programs are news, popular music, Hollywood gossip, quiz shows and amateur hours. Its list of advertised products includes Kolynos, Listerine, Palmolive, Coca Cola, Eversharp, etc.

Many Tongues

But in other respects the Philippine broadcaster operates quite differently from his United States counterpart. His audience speaks a variety of languages and dialects, necessitating broadcasts in several tongues, although now about 70% of the natives understand English. Climatic and geophysical conditions curtail longwave transmission to purely local coverage, so that every station operates both a longwave and shortwave transmitter and every program goes out over both frequencies simultaneously. Advertising of liquors and other products which are tabu for U. S. broadcasters is perfectly acceptable in the Philippines.

News is very important, since there are 7,083 islands in the Philippines, making newspaper distribution somewhat difficult and leaving a large part of the more than 16,000,000 population dependent on radio for news.

News Important

The importance of news broadcasts is now even greater than usual, since the Philippines are now the source of the only uncensored news for residents of the entire Asiatic area. Radio is also the sole commercial entertainment medium for most of the islanders. There are only about 300 motion picture theatres in the Philippines, of which about 200 are located in the Manila and Luzon areas.

A typical day's schedule at KZRM, as described by Mr. Vogel, starts at 5:30 a.m. with a quarter-hour of recorded band music, followed by a like period of news. From 6 to 6:30 the station broadcasts news in Chinese; then the English news is repeated, followed by an hour of recorded music. At 7:45 comes a quarter-hour of news in French, sponsored by a Free French group and broadcast with permission of governmental officials, for the benefit of Frenchmen throughout Eastern Asia, particularly in French Indo-China.

THERE'S a grand total of exactly 7,083 islands in the Philippines, says George J. Vogel, of Manila, as he talks with Paul White, CBS director of public affairs. Mr. Vogel is production manager of KZRM and KZRF, Manila. KZRM is a CBS affiliate.

KZRM signs off at 8, returning at 11 with an hour of music and comedy designed for the entertainment of the American troops. A *Musical Newspaper*, combining items of society, travel and other specialized news with appropriate music, runs from noon to 12:30, followed by a quarter-hour of world news and another 15 minutes of local news. From 1 to 1:45 is the Siesta Hour of soft music; then comes 15 minutes of dance tunes and the station signs off until 5. Tea music and perhaps a juvenile show are followed at 5:45 by a quarter-hour of news and dramatic bits from movies playing in Manila.

Sports, Too

A woman commentator, mixing homey philosophy with household hints, has the 6-6:25 period, with a five-minute sports results program completing the half-hour. Another world news period is followed by five minutes devoted exclusively to jai-lai, chief native sport, and 10 minutes of local news.

Evenings are filled with varying types of entertainment—music, drama, quiz, etc. Many of the programs, both daytime and evening, are sponsored, as are the hourly time signals, presented in jingle form. Time is usually purchased by manufacturers' representatives, Philippine distributors for a variety of American products, who buy a period across the board and use it to advertise a different product each day in rotation.

A few programs, such as Coca Cola's *Pause That Refreshes on the Air*, are shipped to Manila in transcribed form; a few more, such as Eversharp's *Take It or Leave It*, are built locally on the pattern of the original, but most of the programs are built and produced by the station staff. The station also prepares practically all of the commercial copy for its clients, exercising particular care to avoid exaggerated or misleading claims for the products advertised.

Such precautions are necessary, Mr. Vogel explained, because the native audience is commercially unsophisticated and if the broadcaster is to retain his listeners' confidence he must not allow his advertisers to build up false hope which the products will not fulfi This cautious policy has paid f both the station and its clien he said, reporting that offers ma on the air produce more than sati factory returns in boxtops or ca

Citing a single example of p gram popularity, he said that th *Amateur Hour*, sponsored by Lis erine on Thursday evenings, ha changed the national habits b keeping the population awake an listening until its sign-off at 9: p.m., whereas normally mo Filipinos are asleep by 8, sinc they rise at daybreak to begi work in the fields. Once a month this program originates in th plaza of some city outside Manila drawing crowds of from 15,000 t 25,000 people to watch the show many of the spectators traveling all day from distant villages.

Native Dialect

While KZRM maintains a sched ule chiefly in English, KSRF i programmed for the non-English speaking population. Its program are broadcast mainly in Tagolog chief native dialect, but also in cludes a number of programs i Spanish and Chinese. There is n regular network program servic from the United States, he said but special events like the Army Navy game and Presidentia speeches are sent to the Island b RCA Communications for rebroad cast by all Philippine stations.

The Philippines, deprived of thei former European sources of sup plies, now offer American manu facturers an unusual opportunity t develop a new market, Mr. Voge stated, adding that in addition t introducing his 18-months-old so to his relatives, main purpose o the trip, he hoped to take bac with him a number of new Ameri can accounts.

JAIL BROADCAST
But 'Bossy' Fails to Win Mayoralty Post

FUTILE APPEAL to voters wa made by thrice-Mayor Andrew "Bossy" Gillis of Newburypor Mass., who made the first claime radio appeal from a jail. Confine to the Middleton Mass. Industri Farm for nine months, charge with criminal libel, the ex-mayo was granted permission by Esse County Commissioners J. Fr Manning and C. F. Nelson Pratt t appeal to the voters via a recor ing made at the industrial far supervised by Chief Engineer Di Hammond and interview by Speci Events Announcer Tom Carr o WESX, Salem, Mass.

Despite "Bossy's" radio appea broadcast the evening before ele tion, and the campaigning of h wife, the office went to a local dan hall proprietor.

KEEPING POSTED
Ex-Announcer in Touch With Industry in Camp

Official Army Photo

DITOR BROADCASTING:

Here is Private Will Dougherty, own keeping in touch with the dio world tnrough his subscripn to BROADCASTING. He is a lectee at Duncan Field, which is ar San Antonio. Prior to his rmy days, Dougherty was known s "Will Douglas.' He formerly anunced for many of the nation's p name bands over CBS from KBN, Youngstown. He also anunced at WRBL, Columbus, orgia; WMBO, Auburn, New ork; WCPO, Cincinnati; and er WBTO, Cumberland, Md. ugherty, who is a former orchesa leader, is now conductor of the uncan Field orchestra and has peared over WOAI, San Antonio. uncan is the nation's largest air pot.

DARNELL
Duncan Field,
San Antonio.

CBC Booklet Issued

TLED *We Have Been There*, a mpilation of 21 talks given over nadian Broadcasting Corp. netrk under the same title, has been blished. Inspired by listener reests the booklet gives eyewitness ounts of the overseas conflict by h observers as William L. irer, Ralph Ingersoll, Col. Wilm J. Donovan, Rt. Hon. Malcolm cDonald and other American, nadian and English experts.

First Edition Aired

RST RUN of the *Chicago Sun*, a lf-hour on-the-scene description activities in the city room, coming room and press room of the Chicago morning newspaper it went to press for Vol. 1, No. 1, s broadcast Dec. 3 on WMAQ, icago. Program featured brief erviews with Marshall Field III, ner; Silliman Evans, publisher; x Smith, editor, and Mayor Edrd J. Keily of Chicago.

UCCESS STORIES?
JUST ASK—
oseph Hershey McGillvra
NAT'L REP.
Bertha Bannan
BOSTON, MASS.
OR WRITE TO

COURT CLARIFIES MUSIC COPYRIGHT

IN A precedent-making decision, the U. S. Circuit Court of Appeals last week ruled that the copyright in a song written by an employe of a publishing company belongs to the publisher and may be renewed by him at its expiration.

Decision, written by Justice Learned Hand and unanimously concurred in by his associates, of the Federal District Court in ruling that the renewal rights to "Come, Josephine, in My Flying Machine' belong to Shapiro, Bernstein & Co., plaintiff in the suit, and not to the defendants, Alfred Bryan and Fred Fisher, writers of the song, and the Fred Fisher Music Co. to which Fisher had assigned his renewal rights.

Song was copyrighted in 1910, at which time the writers were employed by the publisher. In 1938 both the plaintiff and the defendants tried to secure the renewal of the copyright, with the suit resulting. Importance of the decision to songwriters was indicated by the fact that the defense was handled by John Schulman for the Songwriters Protective Assn. of which both defendants are members. Leo J. Rosett represented the publisher.

No Precedent

Despite its importance in copyright law, the "Josephine' case will not form a precedent in the impending suit of Edward B. Marks Music Corp. and BMI against ASCAP and certain composers to determine whether certain copyrights are vested in the publisher or composer, it was stated by copyright attorneys. Former case dealt with an employer-employe relationship while the latter seeks to determine the allocation of rights between writer and publisher embodied in standard contracts between these parties and between each of them and ASCAP.

Overruled in its attempts to have the suit dismissed and to have BMI outlawed as a plaintiff, ASCAP must file its answer to the plaintiffs' charges by Dec. 11 in the New York Supreme Court. Case may be expected to come to trial shortly after the first of the year.

POSTPONED from Dec. 3, the examination before trial in New York Supreme Court of James C. Petrillo, president of the American Federation of Musicians, by the American Guild of Musical Artists, has now been set for Jan. 6, 1942. AGMA is suing to enjoin Petrillo and the AFM from interfering with AGMA members.

WEEKLY bulletin distributed by the Radio Council of Chicago Public Schools lists a week in advance programs to be broadcast on Chicago stations for the various school grades for classroom participation, also educational programs of general interest. Bulletin also includes lectures and utilization clinics for teachers.

WHEB
PORTSMOUTH, N. H.
"The Listening Habit of Central New England"
1000 Watts on 750 Kc.

New Music Firm

A NEW Hollywood music publishing company, which will specialize in the publication of motion picture scores, has been organized by two ASCAP writers, Mort Greene and Harry Revel, in cooperation with BMI. Stock is owned jointly by the writers and BMI, with BMI holding the majority. Offices will be opened in New York. Chicago and Hollywood. All music will be available for use on the air by all broadcasters, BMI stated. Stations holding ASCAP licenses will get the writers' performing rights through ASCAP and the publishers' rights will be issued directly as provided for in the consent decree. Stations without ASCAP licenses will receive their performance rights from the publishing company. Music written by non-ASCAP members which the firm may publish will be licensed through BMI.

WOWO Staff Changes

ELDON CAMPBELL, formerly production director of WOWO, Fort Wayne, has been appointed program director of WOWO-WGL, Fort Wayne, effective Dec. 1. He succeeds Franklin Tooke, recently made program director of KDKA, Pittsburgh. Carl Vandagrift, formerly production director of WGL, is now assistant program director of the new set-up and Bob Wilson is news commentator.

BOASTING the greatest number of sponsored newscasts in the station's history, WTIC, Hartford, now has a weekly total of 28 15-minute news programs, only four of which are unsponsored.

LOOK TO LINGO FOR AM-FM

Lingo AM and FM radiators are creating new performance records throughout the broadcasting field. Improved designs and exclusive features are responsible for their high efficiency, unexcelled stability and low maintenance cost.

LOOK TO LINGO— for proven, factual information on modern antenna systems.

LINGO
VERTICAL TUBULAR STEEL RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

In CANADA — It's the 'All-Canada' Stations

CAST FOR SALES
where they are!

Sales are running in Western Canada . . . capacity demands on her vast resources of Timber, Fish, Minerals, Oil, Wheat, Fruit and Cattle are yielding money to buy *your* goods. The ears of Western listeners are tuned in *by preference* to the 'All-Canada' stations — spotted to blanket the key market centres from Winnipeg to Victoria. Cast your sales message over this line of stations and feel the welcome pull of SALES.

Ask your agency or All-Canada representative for details and costs

THE ALL-CANADA 'WESTERN GROUP'

British Columbia
Trail .... CJAT
Kelowna .... CKOV
Vancouver .... CKWX
Victoria .... CJVI
Kamloops .... CFJC

Alberta
Calgary .... CFAC
Edmonton .... CJCA
Grande Prairie .... CFGP
Lethbridge .... CJOC

Saskatchewan
Moose Jaw .... CHAB
Prince Albert .... CKBI
Regina .... CKCK

Manitoba
Winnipeg .... CJRC

ALL-CANADA

Exclusive Representatives
U.S.A.-WEED and COMPANY
CANADA — All-Canada Radio Facilities Limited

Own Song Barred

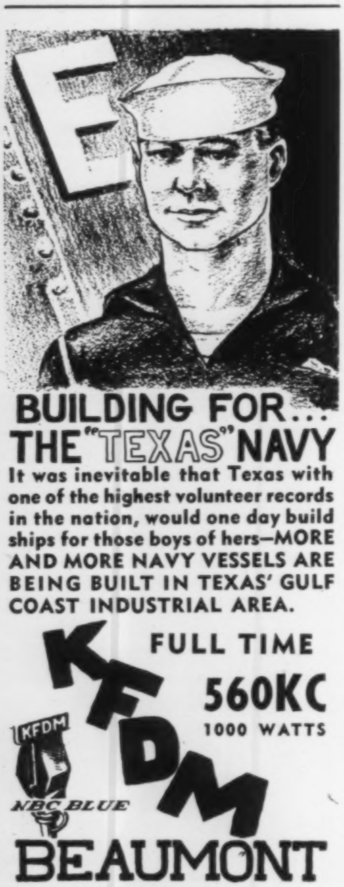
VOCALIST Alice Breeze of WMCA, New York, has turned composer but unfortunately can't sing her own composition on her own *Open House* program. The song, titled "What D'Ya Hear From Your Heart", was published by BMI, and WMCA is an ASCAP licensee.

Education of Listeners On Radio Quality Urged

BROADCASTERS can do a service to listeners—as well as a good promotional turn for themselves—by conducting simple, economical, educational campaigns to show set owners the high quality of reception available to them on standard AM broadcasting, according to Joseph J. Weed, president of Weed & Co., station representative.

"It took the commercialization of FM," Mr. Weed said, "to arouse new interest in technical quality of radio reception. Listeners should be shown that AM stations are by no means obsolete and, in fact, represent great modern engineering achievements."

Station audiences should be informed of efforts on behalf of improved reception and told how they can aid in the effort by station-break announcements, special talks by staff engineers and "through other promotion activities at the broadcaster's disposal."



BUILDING FOR... THE "TEXAS" NAVY

It was inevitable that Texas with one of the highest volunteer records in the nation, would one day build ships for those boys of hers—MORE AND MORE NAVY VESSELS ARE BEING BUILT IN TEXAS' GULF COAST INDUSTRIAL AREA.

KFDM

FULL TIME

560KC

1000 WATTS

NBC BLUE

BEAUMONT

Represented by
HOWARD H. WILSON COMPANY

HOMEFOLKSEY is the term by which WTMV, E. St. Louis, and the staff dresses the part. Announcers, writers, engineers, newsmen and musicians are garbed in plaid woolen shirts and blue denim jeans. The new getups have doubled the number of studio visitors. Denimed (l to r)are—Top row, Ted Randall, production manager; Al Marcus, musician; Dick Wall, sports announcer; Harry Coleman, program director; Larry Fay, announcer; Erle White, engineer. Center row, Cliff Mason, musician; Thomas R. McLean, chief engineer; Jack Norwine, announcer.

DEFENSE PLUGS ARE GROUPED

Stations Adopt Means to Dramatize Various Announcements for Uncle Sam

IT WAS inevitable!

First, there was the Army, then the Navy, then came the Bond drive, then the Maritime Commission, next the Civilian Pilot Training courses, and the Civil Service Commission all seeking free announcements as well as programs on the nation's stations. And they all got them.

From sign-on to sign-off at the beginning of programs, in the middle, at the end you heard, "The Army needs—", "The Navy wants —" "Learn to fly —" "Skilled tradesmen—".

In One Program

It was inevitable, therefore, that some station would take the lead and coordinate them in one program, in the interest of good radio.

Two stations recently announced such moves. WMBD, Peoria, Ill., said it was setting aside a 10-minute period twice a week at 7:45 p.m. for a dramatized program using all defense announcements. The program is written by Jack Sherman who, with Robyn Weaver of the station staff, presents it. Any special defense promotion that needs additional time for effectiveness is still scheduled for spot presentation or other special programs. In addition a 15-minute period is turned over to the local representatives of the Army, Navy and Marine Corps for their exclusive use each Saturday afternoon.

WMBD officials point out that the new program has done much to add dignity to the defense spots and also eases scheduling difficulties.

In Syracuse, WOLF has deputized the station's news staff to handle all defense announcements and to determine how much emphasis should be placed on each in view of news developments. The news staff edits the announcements as well as schedules them for the most advantageous spot both from the standpoint of the station and the agency involved. Known as the Defense Announcements Division of the news department, the staff is also responsible for tying in the announcements with news stories and proper programs.

WOLF submits the following as an example of the work of the new division which appeared during a period of Hawaiian music recently:

"The United States Army offers exceptional opportunity for advancement at its stations in Panama and Hawaii. These posts are tropical paradises. No wintry gales, no icy winds. If you like sunshine, adventure and travel, see the Army Recruiting Officer nearest your home."

The announcer paused and then: "And now we play—Aloha Oe—which means Farewell to Thee".

First USO Wired Unit Is Placed in Operation

FIRST of a group of "wired" radio stations, similar to those operating on college campuses, which are part of a system of communications designed to serve men in the armed services as recreational and educational diversions, will be dedicated on a coast-to-coast NBC-Blue broadcast Saturday, Dec. 20, 10:30-11 p.m. Prominent figures of radio, stage and screen will participate.

Known as the "Star Spangled Network," the system has been formed under the aegis of the National Catholic Community Service, a member agency of the USO. It is a two-fold operation, designed to put the service men in closer touch with each other and with their homes and friends. The first is the "wired" station system, operating on 3 to 5 watts, using an electrical circuit in the Army post or Naval station as antenna. Programs emanate from a studio located in a nearby USO club, with each station, operated and staffed entirely by the men of the nearby campus. The second link is the system of amateur shortwave stations which provide transmission of personal messages to service men free of charge. The first station in that link was dedicated at New London early in November [BROADCASTING, Nov. 24].

RCA COLOR VIDEO IS SHOWN TO FC

A DEMONSTRATION of advantages and disadvantages of colo television was viewed by the fu membership of the FCC and a half dozen members of its staff at a private demonstration in New Yor last Monday under the auspices o RCA-NBC. Alfred H. Morton, vice president of NBC in charge of television, and Dr. C. B. Joliffe, RC chief engineer and former chief engineer of the FCC, directed th technical demonstration, with Nile Trammell, NBC president, as hos

Both black-and-white and colo images were shown the officia group, with a picture about 8½x1 inches employed. There was also demonstration on the new RCA receivers with images projected o screens about 14x18 inches.

The official group was shown, i is understood, how detail is lo through use of color as agains black and white. On the other hand color had advantages on closeup but not in the handling of fast moving events. Electronic color eventually can be perfected, according t RCA views, as against a mechanical "spinning wheel" device no employed.

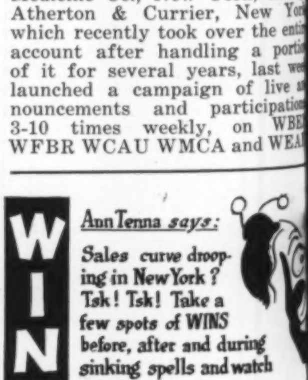
Present, in addition to the seve members of the FCC, were E. K Jett, chief engineer; Gerald C Gross, assistant chief engineer i charge of broadcasting; William H. Bauer, television an FM attorney; Ralph Walker senior broadcast attorney; Willia J. Norfleet, chief accountant; D L. P. Wheeler, director of technical information, and George O Gillingham, public relations director.

St. John to Leave

ROBERT ST. JOHN, NBC newscaster currently handling the six weekly 6:15-6:30 p.m. news o WEAF, New York, under sponsorship of Peter Paul Inc., Naugatuc Conn., on Dec. 15 will leave vi Clipper for Lisbon to join NBC London staff [BROADCASTING, De 1]. Auditions are now in progre at NBC for his successor on th Peter Paul program, heard in th interests of Mounds candy.

Humphreys Spots

HUMPHREYS HOMEOPATHI Medicine Co., New York, throug Atherton & Currier, New Yor which recently took over the enti account after handling a portio of it for several years, last wee launched a campaign of live a nouncements and participation 3-10 times weekly, on WBE WFBR WCAU WMCA and WEA



WINS

AnnTenna *says:*

Sales curve drooping in New York? Tsk! Tsk! Take a few spots of WINS before, after and during sinking spells and watch sales perk up!

(*Come on up and lets go over a few of my hot spots*)

NBC Alters Network Contracts

(Continued from page 8)

aced in charge of all network erations as assistant executive ce-president, reporting to Richard . Patterson, then executive vice-esident.

In December, 1936, following an ternal reorganization at NBC, r. Woods became vice-president d treasurer, among other duties. e has been in the forefront of gotiations with ASCAP during e last two years. He has also pervised NBC's labor relations. Mr. Woods lives at Short Hills, . J. His wife is the former Edith arolyn Dittrich.

Kobak's Career

Mr. Kobak twice has been with BC. One of the foremost figures national advertising and the ade journal publishing field, he ined NBC initially in March, 34, as vice-president in charge sales. He left two years later become a vice-president of Lord Thomas, and then was enticed to turn to NBC by Mr. Trammell June, 1940, as vice-president in arge of Blue Network sales. He s served in that capacity con-uously since.

A former president of the Ad-rtising Federation of America d a leader in advertising gener-ly, Mr. Kobak joined NBC in 34 after having served in execu-ve capacities with the McGraw-ill Publishing Co. He was man-gerial head of the publishing busi-ss when M. H. Aylesworth and aj. Patterson offered him the BC job in 1934.

Born in Chicago on April 18, 95, Mr. Kobak went to St. Ed-ards Hall of Notre Dame for his ammar school education and then Lane Technical High School of hicago. He has electrical engi-ering background, acquired at orgia Tech. His first job was ith an outside crew of the eorgia Power Co., to which he turned after attending college. 1921 he married Evelyn Hubert Atlanta. They have two sons, and 21.

Mr. Yandell, an assistant treas-er of RCA, is understood to have en assigned the Blue Network re-ganization project by David Sar-f, RCA president and NBC ard chairman, more than a year o. It was his basic plan, as re-ed by other NBC executives, that now is understood to be under consideration.

Mr. Kiggins, a native of Boise, Ida., in 1927 formed the investment house of Kiggins & Vidal in New York. He joined the NBC station relations department several years later and was named manager of station relations in 1937. In 1939, he was appointed Blue Network director to coordinate sales, programs, promotion, stations and other activities.

Mr. Kiggins was educated in the public schools of Portland, Ore., and before the war attended the U of Oregon school of Business Administration. During the war he served 18 months overseas in the Army ordnance service. In 1920 he entered the banking business in Portland and went to New York in the same business seven years later.

Ray, Bock to New York For NBC Conferences

WILLIAM B. RAY, NBC manager of press relations in Chicago, and Hal Bock, occupying the same position in Hollywood, are due in New York Dec. 8 for a three-day discussion of network publicity policies and practices with Albert E. Dale, recently appointed director of NBC's department of information, and John McKay, manager of the network's press department.

First impending change in press procedure, to take place about Dec. 15, will be a return to the mimeographed releases and a discontinuance of the printed clip sheets.

All NBC news out of New York will be wired to Chicago and Hollywood twice daily for immediate mimeographed distribution. NBC is planning to enlarge its photographic department.

Mrs. Lena Sarnoff Fox

MRS. Lena Sarnoff Fox, 73, mother of David Sarnoff, president of RCA and chairman of the board of NBC, died Dec. 4 at her home in New York. Born in Uzlian, Minsk, Russia, Mrs. Fox came to this country 41 years ago, and during the past years has been active in philanthropic work. She is survived by her husband, Jacob Fox, a daughter, Mrs. Ida Baer, and four sons, David, Lew, Morris and Irving Sarnoff. Mr. Abraham Sarnoff, her first husband and father of the president of RCA, died 30 years ago.

WHO—DES MOINES
IOWA'S ONLY CLEAR CHANNEL STATION
WHO'S FARM NEWS
WHO 1040

THIS EXHIBIT told the story of WHO, Des Moines, at the recent Iowa Farm Bureau Exposition.

'CHUTIST INVASION

Beat Scored at Fort Bragg by WFNC Staff

IMMEDIATEY tieing in with the Radio Production section of the Fort Bragg, N. C., Public Relations office when the Army radio announcer spotted the first parachutist making a surprise descent on Pope Field, Fort Bragg, a beat was scored by WFNC, Fayetteville, N. C. in broadcasting the event at the recent Army games.

WFNC's radio production section composed of Charles Batson, Lloyd Shearer (Charlotte), and George Bristol, from atop a water tower, gave an exclusive account of the invasion of 562 'chutists, witnessed by such high-ranking Army officers as Chief of Staff Gen. George C. Marshall, Gen. Henry Arnold, chief of the air force; Gen. Deloes Emmons, commander of the air force combat squadron; General Kreuger, commander of the Third Army; General Clark, General Strong and General McNair.

Nashville Promotion

PUBLIC interest in radio programs reached a new high in Nashville Nov. 29 when Mrs. Dorothy Lewis, vice-president of the Radio Council on Childrens Programs, directed a discussion on present-day broadcasting. All three local stations participated in the program, with discussions led by F. C. Sowell, general manager of WLAC, on "Radio and the Community"; Jack Stapp, of WSM, Nashville, on "Women in Radio", and Jack Wolover, of WSIX, who discussed "Children's Programs".

BILLINGS OF MBS RECORD BIG GAIN

CUMULATIVE gross billings of MBS for the first 11 months of 1941, as well as for November this year, are the highest ever reached since the network was organized in 1934, MBS reported last week.

The billings for November 1941 are $958,935, an increase of 52.8% over November 1940, when the total was $627,562 including political billings. Without these, the 1940 figure was $516,338, making this years figure an actual increase of 85.7%.

MBS' gross for the year to date, $6,352,457, represents an increase of 58.1% over the $4,017,189 gross for the first 11 months of 1940. If 1940 political billings are deleted, the 11-month total is $3,905,965, making the actual increase this year 62.6%.

Mutual also stated that the 1941 gross for 11 months exceeds the entire year 1940, when the figure was $4,767,054, by $1,585,403.

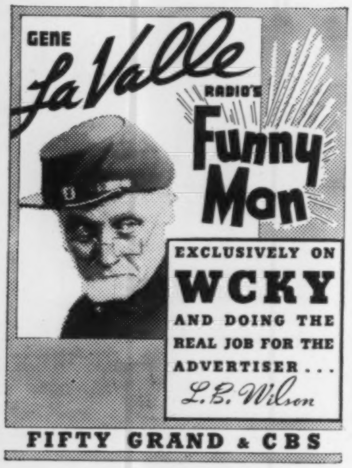
Crowd for Santa

SURPRISE of the season came to WMAN, Mansfield, O., recently when it promoted and covered the arrival of Santa Claus at the local airport. Because of bad weather, only a slim crowd was expected to watch Old Nick climb out of his plane. So the State Highway Patrol was not notified of the event. But to the surprise of everyone, including WMAN and the patrol, which had been caught flat-footed with one of the worst traffic jams in years, about 20,000 persons flocked to the airport, blocking the single road between town and the field along its full three-mile length.

AMERICAN RADIO RELAY LEAGUE, national non-commercial amateur organization, has announced that copies of the 1942 edition of "The Radio Amateur's Handbook" will be used in defense classes throughout the country. Designed primarily as a reference and constructional manual for use in amateur stations, the handbook is recognized as an outstanding authority on short-wave radio. Previous editions have been used as texts in schools and colleges, including translation for South American use.

ESTING?
ach a big chunk
ILLINOIS . . . do
ur testing thru the
ECATUR station
250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?
WSOY

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales — Representatives



to add sales in the wealthy SHREVEPORT market . . . add

KTBS

1000 WATTS • NBC RED
SHREVEPORT, LA.
The pivot city of the Central Southwest
Branham Co. • Representatives

Super Results for a Super Market!
3 OUT OF 4
Baltimore Listeners Daily!
Skeptical? Make us prove it! Write for full details—find out why WCBM gives you . . . "PENNY FOR PENNY COVERAGE BETTER THAN ANY!"

WCBM

BALTIMORE, MARYLAND
MEMBER **NBC BLUE** NETWORK

Columbia's Station for the
SOUTHWEST

KFH

WICHITA
KANSAS
Call Any Edward Petry Office

Printers Crusade

(Continued from page 9)

primaries and election of 32 United States Senators, are only a few months away." Without any effort to cover up on lobbying, he said those seeking office "will seek your support. They will support your legislative proposals and thus protect your work opportunities provided the printing trade organizations and workers make these demands strong enough."

Waste of Power

Mr. Haggerty said while certain types of paper and other essential supplies necessary for continued publication of periodicals, magazines and newspapers are to be "substantially curtailed," possibly as much as 30 or 40%, there has been no curtailment of power necessary for broadcasting. He said it was common knowledge that there is a shortage of electrical power (a statement refuted in official circles). Yet, he added, the "soap dramas" and other programs can be heard in many sections over a multiplicity of stations at the same time. Branding this as an "economic waste," he said that a great part of the electrical energy used daily "in duplicating of radio broadcast programs could be put to better use."

Claiming that jobs of many thousands of printing trade workers are being jeopardized through lack of necessary supplies, the union head said that stations are being permitted to increase the amount of power they use some 16 hours per day. The letter talked disparagingly of "radio moguls" and attacked purported monopoly.

The franchise tax crusade of Mr. Haggerty's union earlier this year provoked internal strife among AFL unions. Unions representing employes engaged in broadcasting, such as AFRA and ABTU, strongly resisted the printing trades group, since undermining of radio would seriously affect the employment status of their members.

The tax was beaten in the Senate, after having been spirited through the House by the printers' lobby, because of its palpable discriminatory aspects. All advertising media joined in the opposition, despite the claim of the Haggerty group that publications were being seriously affected by radio's inroads.

FIRST in a series of three Young People's Concerts by the New York Philharmonic-Symphony will be aired Dec. 15 on CBS, 3:45-4:45 p.m. Rudolph Ganz wlil conduct and 10-year-old Sylvia Zaremba, pianist, is soloist. Remaining two concerts which originate in Town Hall, New York, will be heard Jan. 19 and Feb. 23.

HARLOW WILCOX, Hollywood announcer on the weekly NBC *Fibber McGee & Molly Show*, sponsored by S. C. Johnson & Son, will do the narrating on a series of Government short subjects dealing with defense, to be produced by Warner Bros. Truman Bradley, Hollywood announcer, has a role in the 20th Century Fox film, "The Night Before the Divorce".

NEW LIGHT ON AN OLD STATIO

WHB Staff Party Quiz Yields Interesting Facts About Kansas City Outlet

SOMETHING NEW in party entertainment was sprung on 46 members of the staff of WHB, Kansas City, on Nov. 28 at the station's annual party for its employes—a tailor-made quiz covering WHB alumni, history, advertising, engineering, music. Prizes for best answers went to Lindsey Riddle, LaVeta Anderson, Les Combs, Reese Wade, Sally Deane and Mary Ethel Neal. At the party, plans for 1942 operations also were outlined.

In the course of the five-subject true-and-false quiz, nuggets of knowledge such as the following were elicited from the staff:

Goodman Ace, of *Easy Aces*, got his first radio experience on WHB.

WHB began broadcasting in 1922, and its call letters are the oldest in Kansas City; WHB's first transmitter was built by John Schilling, Henry Goldenberg and Sam Adair; the station joined MBS in December, 1936.

If you were a timebuyer a wanted to phone a WHB salesma the number to call first would be HA 8872 but the Bismar Grill.

The term "decibel" is not deriv from the name of Thomas Alv Edison, but from Alexande Graham Bell, inventor of the tele phone.

The telephone company's "colo designation for MBS is not gree but gold.

"A "celeste" is not a reed i strument, but a small piano-li instrument.

"Glockenspiel" does not mean play softly; it is a musical devic a set of bells or steel bars to played with a mallet.

The song, "Can't We Live Th Dream Together", is based on tune from the opera, "Tristan Isolde"..

A "libretto" does not conta all the music for a producti only the words.

Meeting of Songwriters Votes Permanent Body

A UNANIMOUS vote to form a permanent organization to work exclusively for the benefit of all songwriters was given by a group of some 75 songwriters meeting in New York last Thursday evening to hear the report of the committee appointed at the group's first session a month earlier.

Definition of a "qualified songwriter" occasioned considerable debate, resulting in a decision that the committee should draw up qualifications. The major debate, however, was over a motion that the new organization apply for a charter from the American Federation of Labor. The motion was defeated and the committee authorized to continue their talks with representatives of the Songwriters Protective Assn., comprised chiefly of ASCAP writers, and the American Federation of Songwriters, another new organization, with the goal of eventually combining into a single organization to include all songwriters. Hy Zaret, chairman of the committee, presided.

Two Join R&R

L. G. FRIERSON and Frank McCullough have joined the account executive staff of Ruthrauff & Ryan, New York. Mr. Frierson, formerly an account executive of BBDO, New York, was at one time assistant advertising manager of the Firestone Tire & Rubber Co., and more recently was associated with Crowell-Collier Publishing Co., New York. Mr. McCullough, formerly president of *Tide* magazine, for a number of years has been on the merchandising and account executive staffs of Young & Rubicam, New York.

Women's Resolution

RECOMMENDING that the FC take no further action on regul tions of "clear channel radio st tions, newspaper-owned statio and network and affiliate relatio ships" prior to hearings befo the Interstate Commerece Co mittee of the Senate, the rece Southern District convention of th California Federation of Women Club at Coronado, Cal., passed resolution to that effect. Resoluti submitted by Mrs. Dorothy Lewis, New York vice-president the Radio Council on Children Programs, declared that the reg lations formed "possible encroac ment upon our freedom of the a and freedom of speech". It urge also that any new appointments the FCC be made from among pe sons with radio experience.

Barry Heads Drive

CHARLES C. BARRY, assista program manager of NBC-Bl has again been appointed natio radio director of the "Mile- Dimes" Campaign for the Pre dent's Diamond Jubilee Birthd Clay Morgan, assistant to the pr ident of NBC, will again dir the New York drive. Last year, der Mr. Barry's direction, the tional campaign collected appro mately $200,000.

CANADIAN Broadcasting Corp. issued another in the series of boo the latest being *Just Mary Again*, collection of stories told by M Grannan on Sundays over the C network from Toronto. The sec *Just Mary* book is larger than first. The CBC follows the Brit Broadcasting Corp. in publishing a nominal price books and pamph on topics which have appeared CBC stations.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Citie
ROCK ISLAND • DAVENPORT • MOLINE

Buyers of Time

GEORGE DURAM

ALK TO any time salesman along hicago's Boul Mich, and he will ll you that George Duram, timeyer and account executive of W. Kastor & Sons Adv. Co., hicago, although the most connial of fellows, is a "tough sale". his description of one of Chicago's ading timebuyers is easy to unrstand in view of his six years' ckground of statistical research fore joining Kastor's in 1939. or George knows markets and he nows sectional buying habits.

Back in June, 1932, young Duram ft behind college careers at Legh and Illinois, with memories f basketball teams, golf captain, ports editor of college paper. He st no time getting a job with ick Chemical Co., New York, as esearch assistant, conducting use-to-house surveys, compiling nd tabulating questionnaires. This perience was invaluable, for he und what and why the Great merican Public buys. After a ar he accepted a position with rse International, New York, e Vick agency, in radio research. re his research activities conted of copy testing, consumer rveys, market analyses, etc.

George doesn't confine himself armchair time buying. He likes go out into the field, talk to tion men and study the marketg and distribution set-up of the ents he serves—O'Cedar, Procter Gamble (Drene, Teel), Dr. rce's Proprietaries, White Labs. hooz), Golden Peacock (costics), Candy Bros. (Red Cross gh drops), Beaumont Labs. our-Way cold tablets), Welch ape Juice, Douglas Oil, and mpbell Cereal.

Although he keeps his golf clubs thin easy reach, he has two her hobbies that have prior claim his time. Their names are ther and Gretchen, aged 1 and

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CBS Defense Video

ST in a series of television profeaturing the part played by the rtment of Interior in national e was presented last Friday on sW, television adjunct of CBS.

SUCCESS FOR TWO COSMETICS

Colonial Dames and Richard Hudnut Find Their Coast Programs Increase Sales

BEHIND two recent program renewals on the CBS-Pacific network lie parallel success stories of cosmetic advertisers who went into the Coast market with the idea of putting radio to an acid test. Continuance and possible expansion after the expirations of the original contracts, they stated, would be effected only if definite tangible results were obtained. Now, one year later, both have renewed for longer periods and one is expanding to coast-to-coast coverage.

Colonial Dames Inc., Los Angeles, through its agency, Glasser, Gailey & Co., that city, contemplating an advertising drive about a year ago, made a search for a program with the "right content and facilities" to accomplish certain ends. Client and agency agreed on a once-a-week, five-minute show *Find the Woman*, put it on an eight-station CBS network and said "let's see what it can do for us".

Tangible Results

Booming sales were the result. In a short time the show became so solidly entrenched in the Coast market that women's organizations asked Colonial Dames to spotlight their founders and leaders on future broadcasts of the program. And as for those "tangible" results, the company reported when renewing that after almost a year of continuous broadcasting, the sales graph has shown a marked upward trend. In one leading department store, sales soared 100%; 93% in an important drug chain; 76% in another drug chain and 68% in a third. With the increased volume of business came increased coverage; The Arizona leg of CBS network was added last autumn and further expansion is being considered for the near future.

A similar story is that of Richard Hudnut, New York. Last winter the firm decided to take over a pre-tested CBS program, *Hollywood Showcase*, which had gained an established audience as a CBS-Coast sustainer, put it through the pace of a year-long cycle of broadcasts, and check in every way possible its audience rating and sales impact.

The program was to be used as a "feeler" to pre-test coast-to-coast operation. Recently after running for 35 weeks Hudnut extended its contract to complete a 52-week cycle and announced at the same time that when its present contract expires, it expects to get a nationwide program under way on the basis of the successful operation of *Hollywood Showcase* on the Coast. Agency is Benton & Bowles, New York.

WANTED

Postion as STATION MANAGER, or PROGRAM MANAGER by man with experience regional stations and eleven years large mid-western station.

Developed and directed NEWS and SPECIAL EVENTS departments.

Knows commercial copy and contact. Public relations and publicity. Knows music. Has written, acted and produced drama.

Many personal contacts in Networks and Agencies.

Now employed but seeking greater opportunty. Middle west preferred. Married. Own home.

BOX 205A, BROADCASTING

Priority Situation Stands Unchanged

No Communications Action at DCB Office During Week

ALTHOUGH it still was indicated that plans to invest advisory powers in the Defense Communication Board on the communications industry's priorities problems were developing, no action was taken the last week. With the proposed operation favored by both the Office of Production Management and the DCB, it was thought action would come soon.

Other OPM Plans

The plan of the DCB staff organization(along with an outline of its functions, which was transmitted recently to OPM Priorities Director Donald M. Nelson, is being considered by the OPM leadership. The functional outlines developed by DCB officials proposed only a small staff, which would work closely with OPM and Supply Priorities & Allocations Board on priorities matters for the entire communications industry, including broadcasting.

Another proposition developing during recent weeks, the establishment of a Communications Industrial Branch in the Civilian Supply Division of OPM, also remains in suspense [BROADCASTING, Nov. 24, Dec. 1]. Some indication was seen that such a branch might be lodged in another Section of OPM, possibly the Materials Division, headed by William L. Batt. Still another possibility was the combining of such a branch with other industry in some division such as the Power & Communications Branch, headed by J. A. Krug, former Tennessee Valley Authority official.

Last Wednesday the OPM Priorities Division took a long step toward the switch from the priority applications method to a system of allocations with announcement of its long-heralded Production Requirement Plan. The Plan provides a standing preference rating for three months at a time for defense contractors, based on their needs of strategic metals and materials in the fulfillment of scheduled defense contracts.

COVERING STOCK SHOW

Networks and Stations Give Time to Exhibits

RADIO COVERAGE of the current International Live Stock Exposition, great agricultural congress held Nov. 29-Dec. 6 in Chicago's International Amphitheater in the Union Stock Yards, was the most widespread in its history, according to W. E. Ogilvie, assistant manager of the Amphitheater.

Special broadcasts originating at the show were carried on all three major networks, also on several individual stations.

Network schedules included NBC-Blue *National Farm & Home Hour;* CBS *Country Journal* (regularly from KMOX, St. Louis) and three quarter-hour CBS programs directed by Chuck Logan, of WBBM, Chicago; three Mutual broadcasts.

Broadcasts were carried on WLW, Cincinnati; WHAS, Louisville; WSB, Atlanta; WLS, Chicago; WHO, Des Moines; WTMJ, Milwaukee; WGN, Chicago.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*

OVER METROPOLITAN NEW YORK

FCC Data Lack Distinction

(Continued from page 10)

listed, under the heading "Standard Broadcast Stations Associated with Groups of Mutually Affiliated Newspapers ('Newspaper Chains'), 21 cases where only one station is associated with the newspapers; 11, where two or more stations are associated with the newspapers and each station is located in the same city as one or more of the newspapers; 6, where two or more stations are associated with the newspapers and one or more of the stations is located in a city where no associated newspaper is published.

FM Statistics

Another revised FCC exhibit showed 49 FM stations licensed, as of June 30, of which 11 were in the A category of newspaper association, with 43 construction permits, of which 11 also were in the A classification. Of 42 FM stations licensed to standard broadcast licensees, the exhibit indicated 10 were in the A classification, and of 36 FM licensees who also were standard broadcast licensees, 10 were in the A designation.

As for applications, of 61 FM applications, as of June 30, 27 were newspaper-associated, another exhibit showed, with 25 in the A classification and 2 in the B. Of 55 FM applicants, 25 were newspaper-associated, including 23 A and 2 B. Of 44 FM applications filed by standard broadcast licensees, 18 were newspaper-associated, 16 A and 2 B. And of 39 FM applicants who are also standard broadcast licensees 16 were newspaper-associated, 14 A and 2 B.

Another revised exhibit indicated that of 249 newspaper-associated stations in the United States, as of June 30, 11 were licensed to individuals, 9 to partnerships and 229 to corporations.

Difference in Figures

Difference of opinion developed over another FCC exhibit designed to compare the number of broadcast stations and receivers with the number of newspapers and their circulations from 1922-1941. After pointing to several inaccuracies resulting from lack of definite information from census and other figures, particularly from radio's viewpoint, Judge Thacher introduced into the record a compilation of figures on newspapers and their circulations during the 20th century. The figures showed that the peak in number of English-language daily newspapers was reached in 1909—2,463 papers with a circulation of 24,426,000—with a loss of 475 (1,988) by 1925, shortly after the start of radio, 15 years later, and a loss of only 56 (1,932) during the next 15 years ending in 1939, while circulation continued its trend upward.

Another FCC exhibit was a table listing 114 cities where the only standard broadcast station is associated with the only newspaper publisher. The table included three cities—Springfield, Mo.; Lincoln, Neb.; Roanoke, Va.—where the only two local stations are associated with the only newspaper publisher, along with 13 other cities included within metropolitan districts which also include one or more additional cities in which standard broadcast stations are located.

Deletions and Corrections

Among the errors in the original exhibit, pointed out by BROADCASTING in the July 28 and Aug. 4 issues, which have been corrected in the revised exhibits, are the following:

Three California stations—KHSL, Chico; KYOS, Merced; KVCV, Redding—have been eliminated from the newspaper-associated list, since the McClung family, former publishers of the *Merced Sun-Star* and still owners of the stations, sold the paper in March and are no longer identified with the publishing business.

Three West Virginia stations—WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg—previously identified with the *Clarksburg Telegram* and *Exponent*, have been deleted from the list. John A. Kennedy, owner of the stations, sold his family interest in the newspapers earlier in the year and is now engaged solely in operating radio stations.

WSAN, Allentown, Pa., is included properly in the list, with WCBA deleted, since they were combined as WSAN by the FCC early this year.

WHAT, Philadelphia, is included, with proper revision taking into account the sale last year by the David Stern interests of his *New York Post* holdings.

WLW-WSAI Out

WKIP, Poughkeepsie, is retained in the list with proper correction of the Speidel chain newspaper connection.

WLW-WSAI, Cincinnati, are deleted from the list, since their only possible newspaper connection arose from the fact that Charles Sawyer, counsel for Crosley Corp. and director of that company, operating the stations, owns the *Lancaster* (O.) *Eagle Gazette*, in addition to WING, Dayton, and WIZE, Springfield, O.

WTSP, St. Petersburg, Fla., is included through its connection with the *St. Petersburg Times*, with proper deletion of purported association with the *Minneapolis Star-Journal* and *Columbus Citizen*.

KOB, Albuquerque, N. M., is properly identified with the *Albuquerque Journal*, with a previously noted Scripps-Howard association deleted.

WHO, Des Moines, is deleted from the list. Previously it had been listed as a B station affiliated with the *Davenport Democrat* and *Leader-Times*, an association resulting from the ownership of 12 of 2,228 shares—less than one-half of 1%—in Central Broadcasting Co., WHO licensee, by persons owning stock in newspapers .

WCMI, Ashland, Ky., is included in the list, but WLAP, Lexington, Ky., and KFDA, Amarillo, Tex., have been deleted.

Other deletions from the list include KMMJ, Grand Island, Neb.; KPLC, Lake Charles, La.; WISE, Asheville, N. C.; WJTN, Jamestown, N. Y.; WNEW, New York; WSLB, Ogdensburg, N. Y.; WSLI, Jackson, Miss,; WCAR, Pontiac, Mich.; KLBM, LaGrande, Ore.; KOME, Tulsa; WLS, Chicago; WKAT, Miami Beach; KATE, Albert Lea, Minn.

KFAB-KFOR, Lincoln, Neb., are included, but in a B classification rather than the original A.

KVAN, Vancouver, Wash., is included, with proper correction of its newspaper connection.

Other Breakdowns

Other FCC tables broke down newspaper association with radio stations by geographical area, population, daytime power, and major network affiliation. An engineering exhibit, identified by C. H. Owen, FCC broadcast engineer, listed 114 cities where the only standard broadcast stations affording primary service are associated with the only newspaper publisher.

Identified and explained by deQuincy V. Sutton, FCC head accountant, the FCC also introduced a set of revised financial exhibits, based on annual financial reports filed with the Commission by commercial stations. Covering 765 standard broadcast stations, of which 237 were newspaper-associated, the exhibits indicated that the newspaper-associated outlets in 1940 accounted for 27.8% of the aggregate time sales for the 765 stations and 26.4% of the broadcast service income of the 765. The FCC exhibits credited the 237 newspaper-associated stations with 1940 time sales of $30,668,918, and broadcast income aggregating $6,577,362, compared with $110,500,549 in time sales and $24,784,648 in broadcast income for all 765 stations.

Regional Outlets

On the average, regardless of newspaper-association or individual profit or loss, the FCC's statistics indicated $144,445 in time sales for each station, with broadcast income of $32,398, or 22.4 cents on each dollar of sales. The broadcast income figure, Mr. Sutton pointed out, is exclusive of Federal income tax payments. By comparison, newspaper stations averaged $129,405 time sales, $27,601 in broadcast income (21.3%), while non-newspaper outlets averaged $151,196 and $34,552 (22.9%), respectively.

In the breakdown of station ownership on a geographical basis, the heaviest concentration point of newspaper ownership appeared among regional fulltime stations i cities of 100,000-250,000 populatio According to the FCC chart th category included 13 newspaper a sociated stations showing a pro and 5 showing a loss for the ye ending Dec. 31, 1940, along wi 23 non-newspaper stations opera ing profitably and 2 non-new paper stations operating at a lo

The profitable newspaper-assoc ated stations in this group ave aged $196,632 in time sales f 1940, $54,950 in broadcast inco (27.9%), while the profitable no newspaper stations averaged $15 804 in time sales and $36,782 i broadcast income (23.5%). Amo the stations operating at a lo fulltime newspaper-associated r gionals were shown to have ave age time sales of $78,335, with a operating loss of $9,415; fullti non-newspaper regionals, avera times sales of $126,277 and an o erating loss of $13,808.

On an overall basis, in th $100,000-$250,000 bracket, 65 new paper-associated stations operat profitably, with average time sal of $242,973 and income of $73,21 (30.1%), while 18 operated at loss, with average time sales $96,001 and average loss of $19,55 In this group, 120 non-newspap stations operated profitably, wi $219,112 in time sales and avera income of $50,038 (22.8%), whi 12 operated at a loss, with avera time sales of $115,835 and avera loss of $25,996. Considering all fu time regional stations, 185 operat profitably, with $227,495 in ti sales and $58,181 income (25.6% 30 operated at a loss, with an a erage time sale fire of $108,9 and average loss of $22,134..

KCMO, in Kansas Cit Joined Blue on Dec.

IT WAS incorrectly reported in th Dec. 1 BROADCASTING that KCM Kansas City, would join NBC-Bl Jan. 20, 1942, instead of Dec. 1, originally scheduled. KCMO join the Blue network Dec. 1 as a su plementary station, and on Jan. changes from a supplementary a Basic Blue station. The artic was based on data in an offici NBC trade news release.

After Jan. 20, advertisers for th Basic Blue Network must inclu both KCMO and WREN, Lawrenc Kan., which reduces its evenin hour rate from $240 to $180 at th time. KCMO's evening hour rate $200.

$305,936,000

Annual food sales in our ½-millivolt daytime area. You can dominate this hungry market with WIBW.

WIBW The Voice of Kans in TOPEK

Dr. Stanton Named To OFF Position

BS Research Head Studies ublic Defense Knowledge

R. FRANK STANTON, director f research of CBS, has been amed special consultant in the ffice of Facts & Figures in Washgton, it was announced last Friy. Dr. Stanton, who has been ranted a leave of absence by Present William S. Paley of CBS to ccept the Government position, ill be working on surveys to dermine public knowledge of the vilian defense program.

At OFF he will join two other ell-known broadcasting executives, William B. Lewis, vice-president in charge of programs for BS, and Douglas Meservey, assistant to Bertha Brainard, maner of NBC's program and talent les department, both of whom are leaves of absence from their mpanies [BROADCASTING, Nov.].

Fills Dual Post

Dr. Stanton was graduated with Bachelor of Arts degree from hio Wesleyan U in 1930, and reived his Master of Arts and Docr of Philosophy in 1932 and 1935 spectively from Ohio State U. om 1931 to 1935 he served on the culty of Ohio State and in 1937 came associate director of the ffice of Radio Research of Princen U, serving until 1940. He beme associated with CBS upon aving Ohio State and since the signation of Victor Ratner, forer CBS promotion director now ith Lord & Thomas, he has been ting in the dual capacity of dictor of research and promotion.

Cosmetic Expands

OLONIAL DAMES Corp., Los ngeles (cosmetics), sponsoring e weekly five-minute live narrave program *Find the Woman* on CBS West Coast stations, Fri., 55-10 p.m. (PST), on Dec. 3 arted for 13 weeks using a tranribed version on WFAA, Dallas. gency is Glasser-Gailey & Co., s Angeles.

Plane Silences KGKO

NAVY plane circling for a landg snapped a nine-strand power e last week and forced KGKO, rt Worth, off the air 30 minutes. e power line, carrying 12,000 s, terminated at the station's smitter house. Neither plane r pilot was injured.

'Gadget Genius'

ILLIAM CRAWFORD EDDY, d of W9XBK, Chicago television tion owned by Balaban & Katz, is subject of a feature story titled dget Genius" by Howard Whitman last week's issue of *The Saturday ning Post*. The story tells how y was telecasting daily programs he station less than five months r construction of it was first ed, and describes the many gadhe has invented for use on telen programs.

DR. STANTON

150TH ANNIVERSARY Bill of Rights Celebration Heard on Networks

SEVENTY - FIVE advertising agencies, promotion men and network sales officials have been invited by the Office of Facts & Figures, to contribute to the promotion of the program honoring the 150th Anniversary of the Adoption of the Bill of Rights to be heard on NBC-Red, NBC-Blue, CBS and MBS, Dec. 15, 10-11 p.m.

Working in conjunction with the Office of Civilian Defense, headed by Mayor F. H. LaGuardia and sponsoring the show, OFF stated that tentative plans, call for an address by President Roosevelt and a 45-minute dramatization, written and produced by Norman Corwin, featuring Hollywood stars with music by Bernard Herman to originate from CBS studios in Hollywood. The President's address from Washington will be followed by the playing of the National Anthem by the NBC Symphony led by Leopold Stokowski, from New York.

The program will be made available to stations not affiliated with any network from midnight to 1 a.m. when WLW, Cincinnati, through W8XO, its experimental 500,000-watt station will make a transcribed broadcast to be distributed to these stations, it was announced by James D. Shouse, vice-president in charge of broadcasting of the Crosley Corp.

Witherow Heads NAM

IN an election held at the Waldorf-Astoria Hotel, New York, last Thursday, the National Association of Manufacturers elected W. P. Witherow, president of Blaw-Know Co., Pittsburgh, as president of the organization for the forthcoming year. Mr. Witherow succeeds Walter D. Fuller, president of Curtis Publishing Co.

LINCOLN MEMORIAL U. Harrogate, Tenn., on Dec. 14 will start a 13-week Sunday series of half-hour dramas by Roscoe L. Parkinson, Chicago publisher of historical material, based on the life of Abraham Lincoln, on WJJD, Chicago.

Filene's Reaction

(*Continued from page 9*)

Tom Carson, timebuyer of Pedlar & Ryan, New York, which handles the Peck & Peck account, said he found the article "very stimulating. It ought to stir up a lot of retailers."

Excerpts from other comments follow:

Arthur L. Bright, vice-president and general manager, KFPY, Spokane—"Please consider this our order for 1,000 reprints Filene's articles."

Nathan Lord, manager, WAVE, Louisville—"Please send me either one half-dozen copies of your Dec. 1 issue or one half-dozen reprints of the Filene's article."

Leon Racusin, sales department, WCFL, Chicago—"I know you will be glad to hear that your story regarding Filene's experiences with radio as an advertising medium was very interesting and worth many times your subscription price. I also think the author should be very much congratulated."

Simon Goldman, manager, WJTN, Jamestown, N. Y.—"It is a most interesting dissertation and will certainly prove helpful to the many department stores and retailers throughout the country. We would appreciate receiving reprints if they are available."

A. W. Harlin, manager, WMAS, Springfield, Mass.—"It is articles of this type which makes BROADCASTING particularly valuable to the radio industry. I would like about half-a-dozen reprints."

Other Comments

Gene Tanner, commercial director, WSIX, Nashville — "Please rush us ten copies of Dec. 1 issue of BROADCASTING containing that effective and valuable department store story."

Neal A. Smith, manager, WCOL, Columbus—"Will you please send me at your earliest convenience 10 additional copies of BROADCASTING Dec.1 or 10 copies of a reprint of the article titled 'Filene's Discovers the Power of Radio''.

E. E. Hill, director, WTAG, Worcester—"It will be interesting to note the repercussion both from the AMC and the NRDGA January meeting."

George H. Jaspert, commercial manager, WTAG, Worcester — "Please let me have 400 copies of the Filene's article by Mr. Shumaker in the Dec. 1 BROADCASTING."

J. Jacob Young, WERC, Erie, Pa.—"Would you please forward a dozen or so extra copies of merchandising articles concerning Filene's."

More Gillette Fights

MBS on Dec. 12 will broadcast exclusively the welterweight bout between Ray Robinson and Kid McCoy, under sponsorship of Gillette Safety Razor Co., Boston, which also will sponsor the Dec. 19 lightweight championship bout between Lew Jenkins and Sammy Angott. Don Dunphy handles the blow-by-blow description with Bill Corum doing the color.

KINY
"The Friendly Voice of the Capital"
"Hey Fellows!"
There's a lot of gold in Alaska that isn't panned from the mountains. Buy KINY, and get your share of the buying power of Alaska's fast-increasing population.
Executive Offices
Am. Bldg., Seattle, Wash.
1000 WATTS · 5000 WATTS UNDER CONST.
Juneau · Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

TO THIS STATION
½ Million People in Northeastern Wisconsin Listen Nearly 60% of the Time—The Only Big Station in This Rich Area. No Other CBS Station can be Heard Regularly.
WTAQ
5000 WATTS
The only CBS outlet for Northeastern Wisconsin
NIGHT AND DAY
GREEN BAY, WISCONSIN

U.P.
"The World's Best Coverage of the World's Biggest News"

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 29 TO DECEMBER 5 INCLUSIVE

Decisions . . .

DECEMBER 3

NEW, Forward Wheeling Radio Corp., Wheeling, W. Va.—Denied applic. CP new station in default.

NEW, Midstate Radio Corp., Utica, N. Y.—Retained present consolidated hearing date.

NEW, The Baltimore Radio Show, Baltimore, Md.—Granted CP new FM station 45.9 mc. 5,500 sq. mi.

NEW, Tar Heel Broadcasting Co., Washington, N. C.—Granted CP new station 930 kc 1 kw D.

WBNX, New York—Dismissed petition for rehearing against applic. WAWZ.

KWJJ, Portland—Adopted order dismission applic. hearing docket.

WJAG, Norfolk, Neb.—Adopted order setting aside hearing order.

KFDY, South Dakota State College, S. D.—Station license cancelled at licensee request.

KAWM, Gallup, N. M.—Call signal deleted.

WSON, Henderson, Ky.—Designated for hearing applic. modific. CP 500 w.

NEW, S. Brad Hunt, Alton, Ill.—Designated for hearing applic. CP new station.

WIRE, Indianapolis — Designated for hearing applic. 1190 kc 50 kw directional N. Consolidated with WOWO, WGL and WKBV applic.

Applications . . .

NOVEMBER 29

KRBA, Lufkin, Tex.—Modification license unl. hours.

NEW, Hugh McClung, Sacramento, Cal.—Amend applic. CP new station 1 kw.

NEW, Andrew L. Todd, Murfreesboro, Tenn.—CP new station 1450 kc 250 w unl.

NEW, The McKeesport Broadcasting Co. Inc., McKeesport, Pa.—Amend applic. CP new station 730 kc.

DECEMBER 3

NEW, Cleveland Broadcasting Inc., Cleveland—Amend applic. CP new station re stock ownership.

NEW, Northern Ohio Broadcasting Co., Elyria, O.—Amend applic. CP new station 660 kc D operation omit WHKC facilities and contingent on WCLE applic.

WKBZ, Muskegon, Mich.—Modification license 1450 kc.

WWPG, Lake Worth, Fla.—Transfer control sale 40 shares to Charles E. Davis from R. S. Erskine.

NEW, Hawley Broadcasting Co., Reading Pa.—CP new FM station 46.5 mc. 4,275 square miles.

NEW, Josh Higgins Broadcasting Co., Waterloo, Ia.—CP new station 1540 kc 50 kw unl directional.

NEW, Hugh McClung, Fresno, Cal.—Amend applic. CP new station 1340 kc 250 w.

NEW, Sacandaga Broadcasting Corp., Gloversville, N. Y.—CP new station 1340 kc 250 w unl.

NEW, Ludington Broadcasting Co., Ludington, Mich.—CP new station 1490 kc 250 w facilities WKBZ contingent on shift.

DECEMBER 5

NEW, Aloha Broadcasting Co., Honolulu—Amend applic. CP new station 1400 kc.

NEW, Radio Co. of Annapolis, Annapolis, Md.—CP new station 1040 kc 250 w limited time.

NEW, Donald Flamm, New York — CP new station 620 kc 5 kw unl. directional.

WRUW, Boston—CP equipment changes increase 50 kw.

NEW, Wilkes-Barre Broadcasting Corp., Wilkes-Barre, Pa. — Amend applic. CP new station re stockholders.

KCRC, Enid, Okla.—CP reinstate former CP increase power, etc.

KVOO, Tulsa—Extension special service authorization.

WOWO, Fort Wayne, Ind.—Same.

KFEL, Denver, Col. — CP increase 5 kw N 10 kw D directional D & N.

Tentative Calendar . . .

NEW, Seaboard Broadcasting Corp., Tampa, Fla., CP 1590 kc 1 kw unl; **NEW, Robert V. Lee, Bradenton, Fla.,** CP 1490 kc 250 w unl (consolidated hearing, Dec. 11).

NEW, Pan-American Broadcasting System Inc., Hollywood, Fla., CP 1450 kc 250 w unl; **NEW, South Florida Broadcasting Inc., Miami, Fla.,** CP 1450 kc 250 w unl. (consolidated hearing, Dec. 11).

KFNF, Shenandoah, Ia., license renewal (Dec. 12).

Meeting of Stockholders Held by American Net

AMERICAN NETWORK, sales organization representing a group of FM stations, on Dec. 3 held its annual meeting of stockholders at the Hotel Waldorf-Astoria, New York, to elect officers. New board of directors, most of whom are serving a second term, includes: John Shepard 3d, Yankee Network (W43B-W39B), Boston; Walter J. Damm, WTMJ (W55M), Milwaukee; Gordon Gray, WSJS (W41MM), Winston-Salem; Harry Bitner, WCAE, Pittsburgh; Harry Stone, WSM (W47NV), Nashville, and Jack Latham of the American Network, New York.

The three regular officers reelected are Mr. Shepard, president; Jack Latham, executive vice-president, and Walter J. Damm, vice-president. Gordon Gray was named the new secretary-treasurer, replacing Herbert L. Pettey, WHN, New York.

Shift Talent Agencies

BARBARA JO ALLEN, Hollywood radio and film comedienne, formerly featured on the NBC *Signal Carnival*, sponsored by Signal Oil Co., Los Angeles, has obtained a managerial contract release from NBC Artists Service, and switched over to A. & S. Lyons Inc., Beverly Hills, Cal., talent agency. Under the arrangement, NBC Artists Service will continue for approximately nine months more to collect 5% of her earnings from radio and film work. A similar settlement of Dorothy Lamour's contract with NBC Artists Service was effected last week, with terms requiring her to pay 5% of her earnings until June 24, 1945. Miss Lamour recently severed her connections with NBC Artists Service and has become associated with A. & S. Lyons Inc. Don Wilson, announcer on the NBC Jack Benny Show, sponsored by General Foods Corp. (Jell-O), also switched managerial representation to that agency.

School Awards

EXECUTIVE committee of the School Broadcast conference last Friday awarded KOIN, Portland, Ore., a special citation in recognition of the stations educational activity in the Portland public schools in connection with its program *Dutch Uncle*. Special awards were made to individual teachers who, in each case, best coordinated into their classroom work the educational programs of the following stations: KBPS, Portland, Ore., WIBC, Indianapolis, WJJD, Chicago, WTOL, Toledo, WHA, Madison, Wis., WGN, Chicago, WIND, Gary, and WAIT, Chicago.

New WINS Rate Card For 50 kw. Operation

WINS, New York, announced last week it will issue a new rate card Jan. 1 in preparation for its increase in power to 50,000 watts shortly after the first of the year. The station carried 26 national accounts last year compared with three the previous year, and local business has increased almost 300%, according to Cecil H. Hackett, WINS managing director.

Class A evening hour rate on the new card will be $350, an increase of $125 over the same rate on WINS' present rate card issued Aug. 31, 1940. New half-hour rate will be $210; quarter-hour, $140; five-minute announcements, $70, all on the basis of 1 to 12-week contracts.

The one-minute announcement rate six days weekly for less than 26 weeks is $100 on the new rate card; for 26 to 51 weeks, $95, and for 52 weeks or more, $90. Class A station break announcements are $40 for 100 words and $25 for 50 words.

G. Walter Lindsey

G. WALTER LINLSEY, 68, founder and proprietor of the Trades Adv. Agency, New York, since its organization 32 years ago, died Dec. 3.

CHILD PROGRAMS ON THE BLUE

Affiliate Broadcasts to Be Picked Up as An Experiment by Network

WITH A PLAN to broadcast nationally on its Blue Network some of the most interesting children's programs originating on NBC affiliate stations, the network Dec. 6 inaugurated the first program in its experiment in the children's program field.

First in the series, to be heard Saturdays, 11:30 a.m. to 12 noon, will include *Ask Young America*, a program on current events broadcast from WLS, Chicago, followed by *Fables for Fun*, fairy tale series heard from WJZ, New York. Other approved programs will follow in groups of two for 13-week periods. In addition to planning the production of this experimental series, NBC proposes an extensive survey on their reception and popularity among pupils of 4th to 8th grades in areas surrounding New York, Chicago and rural Kansas, who will be asked to listen to the programs and fill out questionnaires showing their reactions.

Plan for the series, including selection of programs after months of listening to recordings, plans for surveys of juvenile listener reactions and for cooperation with schools is under the direction of Margaret Cuthbert, NBC director of women's and children's programs, and NBC's public service division.

Network Accounts

All time EST unless otherwise indicated

New Business

PROCTER & GAMBLE, Cincinnat (White Naphtha soap), on Dec. 2 shifts *Pepper Young's Family*, on 6 NBC-Red stations, Mon. through Fri. 11:15-11:45 a.m., through Compto Adv., N. Y. to 71 NBC-Red station Mon. through Fri. 3:30-3:45 p.m. fo Camay, through Pedlar & Ryan, N. Y

R. J. REYNOLDS TOBACCO Co Winston-Salem, N. C. (Camels), o Jan. 9 starts *How Am I Doing?* wit Bob Hawk, on 92 CBS stations, Fri 7:30-8 p.m., rebroadcast 10:30-11 p.m Agency: William Esty & Co., N. Y

RALSTON PURINA Co., St. Loui (Ry-Krisp), on Jan. 2 starts *El Maxwell*, on approximately 80 NBC Blue stations, Fri., 10-10:15 p.m Agency: Gardner Adv. Co., St. Louis

EX-LAX Inc., Brooklyn, on Jan. starts *Arthur Tracy the Street Singer* on 23 NBC-Blue stations, Mon., Wed Fri., 4-4:15 p.m. Agency: Joseph Kat Co., N. Y.

ACME WHITE LEAD & COLO WORKS, Detroit (paints), on Fe 17, 1942, starts *The Breakfast Cl* on NBC-Blue, Tues., and Fri., 9:4 10 a.m. Agency: Henri Hurst & Mac Donald, Chicago.

EMERSON DRUG Co., Baltimor (Bromo-Seltzer), on Jan. 10, 194 starts *Ellery Queen* on about 50 NBC Red stations, Sat., 7:30-8 p.m. Agency: Ruthrauff & Ryan, N. Y.

Renewal Accounts

R. J. REYNOLDS TOBACCO Co Winston-Salem, N. C. (Prince Albert) on Dec. 6 renewed for 13 weeks *Th Grand Ole' Opry*, on 45 NBC-Red sta tions, Sat., 10:30-11 p.m. Agency William Esty & Co., N. Y.

D. L CLARK Co, Pittsburgh (Clar candy bars), on Jan. 1 renews *Servic With a Smile*, on 54 NBC-Blue sta tions, Thurs., 8:30-9 p.m. Agency: Al bert P. Hill Co., Pittsburgh.

CANADA DRY GINGER ALE Inc New York (Spur & Canada Dry), o Jan. 2 renews for 13 weeks, *Michae & Kitty*, on 95 NBC-Blue station Fri., 9:30-9:55 p.m. Agency: J. M Mathes Inc., N. Y.

J. B. WILLIAMS Co., Glastonbury Conn. (Wililams Shaving cream), o Jan. 5 renews for 13 weeks *True o False*, on 51 NBC-Blue stations, Mo 8:30-9 p.m., rebroadcast, 12-12:30 a.m Agency: J. Walter Thompson Co N. Y.

MILES LABS., Elkhart, Ind. (Alk Seltzer), on Dec. 29 renews for 1 weeks *Lum and Abner* on six Paci Coast NBC-Red stations, Mon., Tue Thurs., Fri., 11:15-11:30 p.m. Pr gram is also heard on NBC-Blue ne work, same days, 10:30-10:45 p Agency: Wade Adv. Agency, Chicag

R. J. REYNOLDS TOBACCO C Winston-Salem, N. C. (Camels, Prin Albert), on Dec. 1 renewed *Blond* for 13 weeks on 80 CBS statio Mon., 7:30-8 p.m., rebroadcast, 10:3 11 p.m. Agency: William Esty & C N. Y.

Network Changes

MILES LABORATORIES, Elkhar Ind. (Alka-Seltzer), on Dec. 6 add 11 NBC-Red stations to *National Ba Dance*, making a total of 67 NBC-R stations, Sat., 9-10 p.m. Agency Wade Adv. Co., Chicago.

PROCTER & GAMBLE Co., Cinci nati (Crisco), on Dec. 29 will start repeat of *Vic & Sade* on 46 CBS st tions, Mon. thru Fri., 1:30-1:45 p Agency: Compton Adv., N. Y.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

ated—Combination engineer announcer. Send transcription full particulars. KFBB, Great Falls, Montana.

ated At Once Engineer — State draft status. Contact P. O. Box 1512, Muskogee, Oklahoma.

mitter Engineer—Wanted immediately by Eastern regional station. Give experience and salary requirement. Box 214A, BROADCASTING.

uncer—With operator's license. Steady. Reliable. State experience, draft status, picture, voice recording. $35.00 weekly. KIUP, Durango, Colorado.

Opportunity—For combination operator established NBC affiliate southern California. State classification. Write or wire Box 224A. BROADCASTING.

uncer-Operator—Regional station Washington-Baltimore area. Permanent. State whether experience or not—availability—salary expected — draft status. Box 215A, BROADCASTING.

man Wanted—For Midwest CBS Regional, salary and commission. Please give complete qualifications, experience first letter. Station WTAD, Quincy, Illinois.

ted Immediately—Two top-flight announcers for network affiliate in Southeastern market. State all details and draft status first letter. Box 203A, BROADCASTING.

ted—Experienced commercial announcer, Midwest station. Must be good air salesman. Send complete details including draft status. Our staff knows of this opening. Box 225A, BROADCASTING.

ineers—One experienced, handle upkeep 250-watt station; announcing helpful; $115 monthly. Two operators, $100 monthly, no announcing. Carolina station; pleasant working, living conditions. Write details to Box 213A, BROADCASTING.

Situations Wanted

mercial Manager—Salesmanager. Now employed. Proven ability. Young, married, draft exempt. Box 219A, BROADCASTING.

rienced—Continuity Writer—Program Specialties and Announcing. College education. Desires change. Box 202A, BROADCASTING.

tarial—Employed network outlet—experienced Traffic, Music—interested Virginia and Maryland vicinity. Box 226A, BROADCASTING.

essful Salesman — Desires to make change. Salary no object. Let's discuss commission. Box 218A, BROADCASTING.

ts Announcer And Special Events Man—With selling experience — now employed, desires change. Excellent background, outstanding record. Box 201A, BROADCASTING.

Ranking Sports And Special Events Man—Desires to make change. 12 years experience. Draft exempt. Box 217A, BROADCASTING.

ram Director—With 8 years AM, 3 years FM program, production, and announcing experience desires change. Progressive AM station contemplating FM outlet preferred. Married, draft exempt, young, references. Box 210A, BROADCASTING.

You Need A Top-notch Local Sales Manager?—One with proven, saleable ideas . . the ability to sell them and direct salesmen. Nine years radio sales experience, familiarity with continuity, merchandising, sales promotion. Married, now employed, available 2 weeks' notice. Box 206A, BROADCASTING.

Situations Wanted (Continued)

Transmitter Engineer—Experienced. Hold first-class Telephone-Telegraph licenses. Now employed, desires change. Married, draft exempt, and dependable. Box 209A, BROADCASTING.

Salesman—Over four years selling and promotion experience. At present, sales promotion manager for two stations. Age 25. Best references. Box 207A, BROADCASTING.

Combination Or Announcing — Top-notch general announcer, major, minor network experience, now employed straight announcer 5kw. Have operator's license. Box 208A, BROADCASTING.

Transmitter Engineer—Graduate electrical radio engineering. 10 years experience including all broadcast operation maintenance and construction. Now employed NBC 5 kw. Box 222A, BROADCASTING.

Writer — Experienced continuity, drama; juvenile, adult on network programs. Capable editing, program building. Adaptable. Seeks berth with producer, agency, station. Eastern area only. Box 220A, BROADCASTING.

Chief Engineer—Small station with record of ability and willingness for hard work desires opportunity with progressive organization. Experienced design, construction, installation of equipment. Box 216A, BROADCASTING.

University Graduate—3 years announcing, copy writing, Program Director. Display space sales experience. Now employed. Draft deferred. Want to learn radio sales while announcing. Box 212A, BROADCASTING.

Women's Feature Writer And Commentator—Single woman, 28 years of age, experienced, now employed; also admitted to practice before FCC—familiar with current radio problems. Will combine writing-announcing wth legal and secretarial duties. Box 221A, BROADCASTING.

Chief Engineer—Fifteen years practical experience. This is no pig-in-a-poke proposition. I come on a three months' trial basis and then, if mutually agreeable, I stay. Want permanent connection with a progressive organization. Box 211A, BROADCASTING.

Sold $40,000 This Year—As representative of 5,000-watt NBC Blue station in a midwest market of 250,000 with base rate of $125. College graduate experienced in production and promotion; employed but seeking wider opportunity. Prefer drawing account against commissions. Box 223A, BROADCASTING.

Thoroughly Experienced, Selling Announcer—Wants job on good local or regional with congenial staff and professional management. Powerful commercial; Clear, "fluffless" news; Specialist on mail pull; Ad lib; Street shows and quizz programs. No drunk or drifter. Will accept Program Direction if authority equals responsibility. Box 227A, BROADCASTING.

Wanted To Buy

Will Buy One Vertical Tower — Approximately 175 feet. WMFF, Plattsburg, New York.

For Sale

Two Ideco—270 ft. towers with insulated capacity tops. WHIO, Dayton, Ohio.

Modified RCA 1001-B Transmitter — Converted to 5-kw six years ago. Box 204A, BROADCASTING.

Western Electric 5-kw Amplifier—Complete with 220-C tubes, high and low voltage supplies, antenna tuning units, power control panel, high voltage rectifier, and filament and bias supplies. Used only few years. Excellent condition. KFH, Wichita, Kansas.

Ellery for Emerson

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Jan. 10 will start *Ellery Queen* mystery series on approximately 50 NBC-Red stations, Saturday, 7:30-8 p.m. Show, written by Frederic Dannay and Manfred B. Lee, was purchased last week by the company through its agency, Ruthrauff & Ryan, New York, and will be in addition to *Vox Pox*, program sponsored by Emerson on 68 CBS stations, Monday 8-8:30 p.m. *Ellery Queen* was last sponsored by Gulf Refining Co. from April to September 1940 as a replacement for its *Screen Guild Theatre* on CBS.

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New ASCAP Fee Hits Regional Nets

Buck Stays in Position With Other Officers Until April

ALTHOUGH there had been rumors in musical circles that the week which opened with the stormy membership meeting of ASCAP on Monday would close with the announcement of a new president, the board meeting on Friday took no action.

According to official sources, the board concerned itself with internal affairs, and no statement was issued. It is understood, however, that most of the four-hour session was devoted to a rehash of Mondays controversy, with a decision to continue the officers as at present until the regular election next April.

Votes Shepard Plan

Board approved the per program network license worked out at the request of John Shepard 3d, president of Yankee and Colonial Networks, and it was understood that the terms would be offered to him without delay. No details could be secured on Friday, but it is understood that the per-program formula for network programs was worked out by applying the ratio between station and network blanket license fee—2¼%, which by applying the same formula as before, would become 2% for such programs on networks.

Mr. Shepard had originally asked that the station per program rate be applied to regional networks, as well, but the ASCAP view was that under the terms of the consent degree it could not discriminate between networks, whether regional or national, and if ASCAP established a per-program license for networks, which none of the national networks had desired, it would have to be applicable to all networks and on a basis comparable with the net work blanket licenses.

Writers Vote Confidence

Gene Buck, president of ASCAP, was given a vote of confidence by the approximately 500 writer members present at the semi-annual meeting of the Society, held last Monday at the Hotel Astor, New York, with the 50 publisher members not participating.

Vote was urged by Billy Rose after Mr. Buck had used his presidential report as an opportunity to vindicate his administration and to attack the group of publishers who had offered him a $35,000 pension to resign his post. Speaking for the publishers, Saul Bornstein, president of Irving Berlin Inc., pointed to the record as justification for their desire for a "business man's" administration.

ASCAP members have received $2,700,000 for the first three quarters of 1941, Mr. Buck stated, which with a fourth quarter distribution estimated at about $700,000, will make the year's total royalty payments slightly over $1,000,000 less than the $4,500,000, received by ASCAP members in 1940, when the Society's income grossed approximately $7,000,000. Expenses were unusually high from the summer of 1940 to the spring of 1941, due to the "radio war", he explained, but ASCAP has now streamlined its overhead, cutting some $600,000 a year from its operating expenses and bringing them down to about 18% of the anticipated annual income. This curtailment, coupled with the rise in the Society's income from all sources except radio, should result in the distribution of about $4,000,000 to members in 1942, returning to the $4,500,000 figure in 1943, he stated.

Following discussion of the so-called "Edgar Leslie plan" for classifying writer members according to a rigid formula, based half on the value of their contributions to the ASCAP catalog and half on the radio performances of their tunes in place of the present system of classification, which lumps all factors together without weighting [BROADCASTING, Dec. 1], Mr. Buck appointed two committees to study the proposal and to make recommendations to the board.

Other Proposals

The writers committee includes three board members, Otto Harbach, Geoffrey O'Hara and George W. Meyer, and also Edgar Leslie (who submitted the plan), John Redmond, Harvey Enders and Stanley Adams. The publishers' committee includes all 12 publisher board members plus Sam Fox, Buddy Morris and Carl T. Fischer.

Other amendments to the Society by-laws discussed at the meeting included a proposal to change the system of adopting amendments so that a 2/3 vote would be necessary in place of the present majority, and one authorizing the holding of regular membership meetings on the West Coast, at which the officers and executives could report to members in that part of the country on the state of ASCAP affairs. Proposed amendment will be printed and mailed to all members for their votes pro and con.

To encourage the use of more ASCAP music on the air and to show broadcasters with ASCAP licenses how to use the Society's music to advantage, ASCAP has started mailing "ASCAP-Program-Aids" to these stations each week.

Dealing with the life of a composer or "the story behind the song" and similar matters, each release gives background material which can be used as a basis for continuity and lists the songs, with the names of composers and publishers and the arrangements available, and the phonograph records of the numbers. A recent release lists more than 250 compositions suitable for Christmas programs.

A revision of the card catalog of music, which ASCAP has issued annually covering all music since 1909 at an annual expense of about $40,000, is under way, ASCAP executives report. The size of the card files, which have covered public domain music and compositions licensed by other organizations as well as by ASCAP, has worked against the use of the cards, it was stated, with only 160 broadcasters requesting them. In the future, only ASCAP numbers will be cataloged.

ADDITION of nine new subscribers brings the BMI list to 752 stations. Newcomers are: KNET WPIC WIAC KVAN WGBR KRE KFIO KOVM KWRC. BMI also announced last week that 24 new publishers and 475 songs have recently been added including 90 tunes of the *WLW Jamboree*.

ORIGINALLY designed as a radio program for American farmers, *Columbia's Country Journal* on CBS is now enjoying international circulation. Following the request of R. S. Hudson, British Minister of Agriculture, recordings of the programs are being shipped to London so the British may study the CBS system of keeping rural districts informed on defense problems.

WOOF
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Drawn for BROADCASTING by Sid Hix

"I Wish She'd Quit Wearing Those Trick Gowns—I Get the Jitters Every Time She Hits a High C!"

Disc Firms Seek MPPA Revisions

Consider United Stand for Contract Negotiations

WITH THE END of the year approaching, and with it the termination of the licenses issued to transcription companies by Music Publishers Protective Assn., whic acts as agent for recording right for most ASCAP publishers, th transcription makers are again considering the question of making united stand for a revision of th current MPPA recording fees which some of the transcriptio companies have described as "excessive and prohibitive."

Attorneys representing a number of transcription manufacturer have been conferring for a wee in a preliminary discussion of th problem.

Few on Discs

During the last year, with no many stations having ASCAP licenses, there have not been man ASCAP numbers on transcription NBC did not take out an MPP license at all and has included i its library releases during the yea no ASCAP music whatever.

Transcription companies woul like to work out a more equitabl basis of payment for recordin rights with ASCAP publishers. Recent withdrawal of the catalog of Harms, Remick Music Corp. an M. Witmark & Sons, publishin houses controlled by Warner Bro pictures, from MPPA, will enabl the recorders to deal directly wit these companies for recordin rights, although these rights wi also still be available throug MPPA as well.

Among the library services, thos of Associated Music Publishers an World Broadcasting System are including some ASCAP music i their current releases, while th Lang-Worth, Standard and NB Thesaurus libraries are using onl non-ASCAP music at presen Lloyd Egner, NBC vice-presiden recently notified all Thesaurus subscribers that: "Until such time a NBC can obtain by negotiation o otherwise recording rights on basis that we consider to be no prohibitive in cost, we will n record such compositions."

Cy Langlois, of Lang-Wort Feature Programs, stated: "W have polled all our subscribers. . Their attitudes are apathetic t ASCAP."

Ben Selvin of AMP express confidence that the recording companies will reach an agreeme with MPPA without an op break.

RCA On WQXR

RCA MFG. Co., Camden, has sign a year's contract with WQXR, Ne York, for special promotion of i Victor records on various sustaini programs as well as on a Monda through-Saturlay half-hour progra titled *The Record Album*, which w feature the latest concert record releases.

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ished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

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